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UNITED STATES DEPARTMENT OF AGRICULTURE

LIBRARY

Number 17.

BIBLIOGRAPHICAL CONTRIBUTIONS

March, 1928.

BIBLIOGRAPHY ON ICE CREAM

up to and including the year 1926

Compiled by

Carrie B. Sherfy, Librarian,  
Bureau of Dairy Industry,  
and

Nell W. Smallwood, Junior Library Assistant,  
Bureau of Dairy Industry.

Washington, D. C.



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The output of the ice cream industry of the United States is now worth more than \$400,000,000 annually. The trade in this commodity has increased rapidly in recent years and has become an important part of the dairy industry. With the increase in the consumption of ice cream has come also an increased number of problems to the ice cream manufacturer. The research work now being carried on in connection with these problems and the fact that the literature on ice cream is widely scattered, much of it in publications which are not indexed, have emphasized the need of a bibliography on the subject.

In the following classified list of ice cream literature, compiled by Carrie B. Sherfy, Librarian of the Bureau of Dairy Industry, and her assistant, Nell W. Smallwood, an attempt has been made to bring together in a systematic way selected references from all literature dealing with ice cream and ices issued up to and including the year 1926, in so far as this material is available. The selection of the material to be included was frequently difficult and consequently some important papers may have been omitted, whereas others of slight value may be included. Since the issuance of supplements from time to time is being considered, the compilers will welcome suggestions relative to material of importance that has been omitted.

Inclusive pagination is given except for trade journal articles, which frequently do not appear on consecutive pages.

Since articles published in more than one journal frequently appear under different titles, the selection of the title has been determined either by priority of issue or by clearness of statement.

Most of the literature referred to is contained in the U. S. Department of Agriculture Library, being supplemented principally by material in the Library of Congress and in the U. S. Surgeon General's Office Library.

Acknowledgment is made of the assistance given to the compilers by Alan Leighton, Chemist, and Owen E. Williams, Assistant Dairy Manufacturing Specialist, of the Bureau of Dairy Industry.

Claribel R. Barnett,  
Librarian, U. S. Department of Agriculture.

March 23, 1928.





# CONTENTS

V

Preface.....	III
Abbreviations.....	IX
List of Bulletins and Circulars.....	XI
List of Books .....	XV

## Classified Bibliography

### ICE CREAM INDUSTRY:

History and Development.....	1
Legislation.....	9
Statistics.....	12
Education.....	16
Trade Literature.....	17
Miscellaneous.....	18

### FACTORY:

General.....	21
Construction.....	21
Equipment and Supplies:	
General.....	24
Freezers.....	25
Miscellaneous.....	26
Refrigeration.....	28
Power.....	35
Sanitation, Inspection and Scoring.....	38
Management.....	42
Accounting.....	43
Credit.....	55
Labor.....	55
Side Lines.....	56

### MANUFACTURE:

General.....	61
Materials:	
General.....	73
Milk Supply.....	74
Milk Solids.....	76
Condensed and Desiccated Milk.....	79
Sugar.....	82
Flavoring:	
General.....	886
Chocolate.....	87
Fruit.....	89
Vanilla.....	90
Miscellaneous.....	90
Coloring.....	90
Stabilizers.....	91
Gelatin.....	93
Eggs.....	101

## MANUFACTURE (cont'd):

Composition.....	102
Formulas and Classification.....	104
Standardization.....	109
Preparation of Mix and Its Effect:	
General.....	115
Pasteurization.....	117
Acidity and Neutralization.....	118
Homogenization, Viscolization and Emulsification.....	121
Ripening.....	125
Physical Condition:	
General.....	126
Viscosity.....	127
Freezing Temperature.....	130
Freezing.....	132
Carbonation.....	135
Overrun.....	137
Hardening and Storage.....	143
Quality:	
General.....	145
Body and Texture.....	152
Flavor.....	155
Melting.....	156
Defects:	
General.....	157
Sandiness.....	158
Shrinkage.....	161

## SPECIALTIES AND NOVELTIES:

General.....	163
Sherbets and Ices.....	163
Cones.....	165
Chocolate Covered Packages.....	166
Suckers.....	167
Miscellaneous.....	168

## LABORATORY AND RESEARCH..... 169

## ANALYSIS AND EXAMINATION:

Chemical.....	171
Gelatin.....	177
Bacteriological.....	179

## FOOD VALUE..... 187

Gelatin.....	194
--------------	-----

## POISONING AND EPIDEMIOLOGY..... 195



# CONTENTS

VII

## MARKETING:

General.....	202
Prices.....	213
Packages and Packaging.....	213
Brick.....	218
Packing.....	220
Transportation and Delivery.....	221
Empties.....	227
Express Rates.....	229
Service Charges.....	230
Trucks, Wagons, etc.....	231
Cabinets.....	236
Weight.....	243
Standards and Definitions.....	245
Scoring.....	252
Advertising and Publicity.....	254
Window displays.....	267

AUTHOR INDEX.....	269
-------------------	-----

SUBJECT INDEX.....	289
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Abs.--Abstracts.	Gaz.--Gazette.
Acad.--Academy.	Gen.--General, Générale.
Adv.--Advancement.	Geneesk.--Geneeskunde.
Aff.--Affini.	Gent.--Gentleman.
Agr.--Agricultural, Agriculture.	Genussmtl.--Genussmittel.
Alg.--Algemeen, Algemeenen.	Gesam.--Gesamte.
Aliment.--Alimentaire.	Govt.--Government.
Amer.--American.	Hosp.--Hospital
Anim.--Animal.	Hyg.--Hygiene, Hygiène, Hygienic.
Ann.--Annales, Annali, Annals, Annual.	Ig.--Igiene.
App.--Appendix.	Illus.--Illustrated, Illustrations.
Arch.--Archiv, Archivio.	Inc.--Incorporated
Assoc.--Association.	Indus.--Industrial, Industrie,
Bact.--Bacteriology.	Industrielle, Industry.
Bakt.--Bakteriologie.	Infect.--Infectious.
Bd.--Board.	Inform.--Information.
Beil.--Beilage.	Insp.--Inspection, Inspectors.
Berlin.--Berliner.	Inst.--Institute.
Bibliog.--Bibliographical, Bibliography.	Internatl.--International,
Bien.--Biennial.	Internationale.
Biol.--Biological.	Jahrb.--Jahrbuch.
Bros.--Brothers.	Jour.--Journal.
Bul.--Bulletin.	Klin.--Klinische, Klinisches.
Bur.--Bureau.	Lab.--Laboratory.
Centbl.--Centralblatt.	Laegevidensk.--Lægevidenskaben.
Chem.--Chemical, Chemie, Chemisches,	Leg.--Légale.
Chemistry, Chemists.	Lit.--Literary, Literature.
Chim.--Chimiques.	Maelkeritid.--Maelkeritidende.
Chirurg.--Chirurgical.	Mag.--Magazin, Magazine.
Circ.--Circular.	Manfrs.--Manufacturers.
Co.--Company, County.	Mangr.--Manager
Col.--College.	Mangt.--Management.
Com.--Commerce.	Mar.--Marine.
Commr.--Commissioner.	Mdsg.--Merchandising.
Comm.--Commission.	Mech.--Mechanics.
Comp.--Compiled, Compiler.	Med.--Médecine, Medica, Medical,
Confect.--Confectioner, Confectioners.	Medicale, Medico.
Cong.--Congress.	Meieritid.--Meieritidende.
Cult.--Culture.	Mejeritid.--Mejeritidningen.
Decis.--Decision.	Melkhyg.--Melkygiénisch.
Dept.--Department.	Mem.--Mémoir, Memoirs.
Div.--Division.	Mens.--Mensuel.
Ed.--Edition.	Metall.--Metallurgy.
Edit.--Editorial.	Milchw.--Milchwirtschaftliche.
Elect.--Electrical.	Milchwirtschaftliches.
Engin.--Engineering.	Milchztg.--Milchzeitung.
Enl.--Enlarged.	Mo.--Missouri, Monthly
Expt.--Experiment, Experimental.	Mod.--Modern.
Ext.--Extension.	Molk.--Molkerei.
Falsif.--Falsifications.	Munic.--Municipale.
Farmacol.--Farmacologia.	Mahr.--Nahrungs.
Forsch.--Forschungen.	Natl.--National.

Northwest.--Northwestern.	Ser.--Series.
Off.--Office, Officer, Official, Officials, Officiëel.	Serv.--Service.
Path.--Pathological.	Sess.--Session.
Pharm.--Pharmaceutical.	Sec.--Sociale, Société, Society.
Phys.--Physical.	Spec.--Special.
Pop.--Popular.	Sper.--Sperimentale.
Print.--Printing.	Sta.--Station.
Proc.--Proceedings.	Süddeut.--Süddeutsche.
Prod.--Produce, Products.	Sup.--Supplement.
Pub.--Public, Publique, Publishing.	Surg.--Surgeon, Surgical.
Quart.--Quarterly.	Tech.--Technical.
Rec.--Record, Recueil.	Technol.--Technology.
Ref.--Referatenteil.	Tijdschr.--Tijdschrift.
Refrig.--Refrigerating.	Trans.--Transactions.
Refrigeration.	Trav.--Travaux.
Rev.--Revenue, Review, Revised, Revue.	u.--und.
Roy.--Royal.	Univ.--University.
Rpt.--Report.	Untersuch.--Untersuchung.
Rpts.--Reports.	Wchnschr.--Wochenschrift.
Sanit.--Sanitary, Sanitation.	Weekbl.--Weekblad.
Schweiz.--Schweizerische.	West.--Western.
Sci.--Science, Sciences, Scientific, Scientifique, Scienze.	Zentbl.--Zentralblatt.
Sec.--Secretary.	Ztg.--Zeitung.
	Ztschr.--Zeitschrift.
	Zuivelbereid.--Zuivelbereiding.



LIST OF BULLETINS AND CIRCULARS, ETC. OF THE STATE EXPERIMENT STATIONS  
AND OF THE UNITED STATES DEPARTMENT OF AGRICULTURE.  
(Also included in the classified bibliography.)

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- Indiana. Sandiness in ice cream. P.S. Lucas and G. Spitzer. 1925. 12 p. Ind. Sta. Bul. 286.
- Indiana. Factors affecting the yield of ice cream. H.W. Gregory and V.C. Manhart. 1924. 31 p. Ind. Sta. Bul. 287.
- Iowa. Lacto: a new and healthful frozen dairy product. M. Mortensen and J. Gordon. 1911. p. 267-279. Iowa Sta. Bul. 118.
- Iowa. Classification of ice cream and related frozen products- score cards for ice cream judging. M. Mortensen. 1911. p. 353-365. Iowa Sta. Bul. 123.
- Iowa. Bacteria and ice cream. B.W. Hammer. 1912. p. 278-301. Iowa Sta. Bul. 134.
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- Iowa. Bacteria in ice cream. II. B.W. Hammer and E.F. Goss. 1917. 21 p. Iowa. Sta. Bul. 174.
- Iowa. Factors which influence the yield and consistency of ice cream. M. Mortensen. 1918. p. 259-283. Iowa Sta. Bul. 180.
- Iowa. A bacteriological study of the method of pasteurizing and homogenizing the ice cream mix. B.W. Hammer and L.R. Sanders. 1919. p. 17-26. Iowa Sta. Bul. 186.
- Iowa. Influence of carbon dioxide upon quality and keeping properties of butter and ice cream. F.F. Sherwood and F.G. Martin. 1926. p. 181-207. Iowa Sta. Research Bul. 95.
- Kansas. How to produce ice cream with a low bacterial content. A.C. Fay and N.E. Olson. 1924. 4 p. Kans. Sta. Circ. 103.
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- Missouri. The effect of the sugar content in the manufacture of commercial ice cream. W.H.E.Reid. 1924. 15 p. Mo.Sta.Research Bul.69.
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- Oklahoma. A study of some commercial ice cream improvers. G.H.Isenberg and A.C.Baer. 1926. 15 p. Okla.Sta.Bul.158.
- Vermont. Principles and practice of ice cream making. R.M.Washburn. 1910. 92 p. Vt.Sta.Bul.155.
- Virginia. Effects of binders upon the melting and hardness of ice cream. C.W.Holdaway and R.R.Reynolds. 1916. 19 p. Va.Sta.Bul.211.
- Virginia. Smoothness and keeping qualities in ice cream as affected by solids. W.K.Brainerd. 1915. p.154-159. Va.Sta.Tech.Bul.7.
- Wisconsin. Ice cream making. A.C.Baer. 1916. 36 p. Wis.Sta.Bul.262.
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- 1909 Origin and development of the ice cream industry. F.M.Buzzell. Ice Cream Trade Jour.5,no.3:22; Vt.Sta.Bul.155,1910:12-18. Extracts, Confect.Jour.1920,46,no.548:140. (f)
- 1910 Celestials voraciously eating ice cream. There are fine opportunities for our equipment in China and Japan. Ice Cream Trade Jour.6,no.7:21. (g)
- The first ice cream soda. Tells how he first came to use ice cream in soda. R.M.Green. Internatl.Confect.19,no.4:38. (h)
- Value and importance of the ice cream industry, Factories turned out 80,000,000 gallons last year, the public paid \$150,000,000 for the national dish and 120 ice machines were added in last 12 months. Ice Cream Trade Jour.6,no.1:17. (i)
- 1911 Evolution of the ice cream business; or, why the old way must go. J.S. Ayers. Ice Cream Trade Jour.7,no.2:24. (j)
- Historical sketch of ice cream making. R.M.Washburn. Creamery Jour.22, no.2:38; N.Y.Prod.Rev.32:922. (k)
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- [Manufacture of ice cream in New York State.] In State of New York, Preliminary report of the joint legislative committee on dairy products, live stock and poultry. p.774-781. Albany:J.B.Lyon Co. (f)
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- Ice cream is evolution rather than invention. W.B.Savell. Ice Cream Field,2,no.1:20. (c)
- Is China discovering its sweet tooth? The first modern ice cream plant installed in Hongkong. Ice Cream Rev.6,no.2:146; Ice Cream Field,3, no.2:78; Creamery and Milk Plant Mo.11,no.10:130. (d)
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- The romance of ice cream. O.S.Jordan. Creamery and Milk Plant Mo.11, no.11:88. (f)
- Wisconsin's new standards for ice cream. [Flavoring and history of ice cream.] H.Klueter. Ice Cream Trade Jour.18,no.2:69. With omission of paragraphs on origin, Creamery and Milk Plant Mo.11,no.3:66. With omission of paragraphs on flavoring, Ice Cream Rev.5,no.8:10. Abstract, Expt.Sta.Rec.46:681. (g)
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## General

The users of this bibliography should bear in mind that the entries listed under this subdivision "General" contain information on many phases of the ice cream industry and manufacture, and that no additional entries are made for them under the specific subjects of which they treat.

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Kinds of frozen dishes; Ice cream making; Condensed milk; Sugar; Flavoring; Salt for freezing; Ice; Freezing; The freezer; Speed of freezing; Ripening; Fancy creams; Formula; Flavor; Brine freezing; Ice cream poisoning; Use of ice cream; Cost of production; Literature. (c)

1909 Heller's guide for ice-cream makers. B. Heller & Co. Ed.1. See p.65h. (d)

Making and marketing ice cream. J. Michels. In his Market dairying. p.101-106. Wauwatosa, Wis.: Published by the author. Ed.2, 1912, p.157-169.

Kind of cream; Freezing; Vanilla flavor; Recipes; Packing; Binders; Overrun; Cost; Marketing; Homogenizer; Aging cream; Condensed milk; Lacto. (e)

The making of ice cream, ices, frozen fruits, French creams, frozen puddings, sauces, bisquits, glacés, mousses, preserving fruits for ice cream use, novelties in ice cream. The handling of fancy forms and every detail belonging to the ice cream business plainly and conscientiously. H. Gratz. 85 p. [Philadelphia?] (f)

1910 Fifty points on ice cream making. The advisability of making ice cream in creameries. Butter, Cheese & Egg Jour.1, no.14:8. (g)

Ice cream making. M. Mortensen. N.Y. Prod. Rev. 29:898; Chicago Dairy Prod. 16, no.49:22 (h)

Ice creams and puddings. Liquid Carbonic Co. In their Soda water guide and book of recipes. p.135-149. Chicago: Liquid Carbonic Co.

Freezing; Practical points for beginners; Preparing fruits; Making ice cream with motive power; Ice cream made from milk; Directions for using Jack Frost tablets; Whipping; Butter fat; Formulas. (i)

Principles and practice of ice cream making. R.M. Washburn. 92 p. Vt. Sta. Bul. 155. Abstracts, Expt. Sta. Rec. 24:462; Chem. Abs. 5:723.

1, Summary; 2, Introduction; 3, Classification of ice creams; 4, Essential characteristics of ice cream; 5, The constituents of ice cream; 6, Types of freezers; 7, The freezing process; 8, Formulas; 9, Miscellaneous considerations; 10, References and bibliography; 11, Index. (j)

Why old methods are passing and must pass. E.C. Sutton. Rpt. Proc. Natl. Assoc. Ice Cream Manfrs. 1910:12-15; N.Y. Prod. Rev. 1911, 31:494. (X)

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- Making ice cream. E.E.Rockwood. Hoard's Dairyman, 42:804. (d)
- Wm.M.Bell's "pilot"; and authoritative book on the manufacture of candies and ice creams. Comp.by W.M.Bell. See p.66e. (e)
- 1912 Ice cream as a side line to butter. R.M.Washburn. Dairy Rec. 12, nos. 32-52; 13, nos. 1-8; Cold, 3, nos. 7-12; 4, nos. 1-12; 5, nos. 1-2. Labor saving machinery; Choice, placing and arrangement of machinery; Cost of equipment; Holding cans; Ice crusher; Shipping tubs; Minor tools; Supplies; Ice cream vs. butter; vs. cream shipping; Learning to make ice cream; The cream; Modifying the fat content; Sugar; Condensed milk; Thickeners; Starchy, egg and rennet fillers; Gelatine and gums; Use of gelatinoid binders; Ice cream powders; Formulas; freezing; Re-freezing; The salt; The ice; Automatic motionless freezer; The swell; Transferring; Holding; Re-hardening; Shipping; Effecting economies; A close touch of the management; Score card. (f)
- The making of ice cream. R.C.Potts. Kimball's Dairy Farmer, 10:681. (g)
- A talk on ice cream. E.F.White. Internatl. Confect. 21, no. 6:89. Selection of freezer; Care of ice cream; The mix; Pure cream formula; Preparing to freeze; Flavoring. (h)
- The twentieth century book for the pregressive baker, etc. F.L.Gienandt. Ed.1. See p.67d. (i)
- 1913 Heller's guide for ice-cream makers. B.Heller & Co. Ed.3. See p.65h. (j)
- Ice cream. H.H.Wing. In his Milk and its products. Rev. and enl. p.299-314. New York: Macmillan Co. Relation to dairy practice; Classification; Quality of cream; Sugar; Flavors; Fillers; Freezing and packing; Transferring and packing; Freezers; Recipes; Scoring. (k)
- Ice cream making. C.Larsen and W.White. In their Dairy technology. p.132-202. New York: John Wiley & Sons. Ice cream making; Cream for ice cream making; Preparing the mix; Fillers and binders; Freezing the mix; Formulas; Ice cream machinery; Ice cream factories; Scoring ice cream; Ice cream standard; Mechanical refrigeration. (l)



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- Wm.M.Bell's "pilot"; and authoritative book on the manufacture of candies and ice creams. Comp.by W.M.Bell. Ed.2. See p.66e. (b)
- 1914 How to make ice cream. A life long experience and knowledge on a few pages. Butter,Cheese & Egg Jour.5,no.27:24;no.29:18; no.33:14. (c)
- Making ice cream on the farm. W.J.Larence. Hoard's Dairyman,48:112. (d)
- What every ice cream dealer should know. A practical treatise on ice cream making, including many formulas,recipes,etc. Daly Bros.Manufacturing Corporation. 228 p. Schnectady,N.Y. Abstracts,Expt.Sta. Rec.33:65; Assoc.Internatl.Froid,Bibliog.Bul.6:272. (e)
- 1915 Every day ice cream manufacture. A.C.Baer. Butter,Cheese & Egg Jour.6, no.19:46.
- Cost of equipment; Pasteurize the cream; Standardizing the mix; Aging; Evaporated milk; Freezing; Sanitary methods; Formula. (f)
- The manufacture of ice creams and ices. J.H.Frandsen and E.A.Markham. 315 p. New York:Orange Judd Co. Abstract,Expt.Sta.Rec.34:860.
- Contents: 1,The cream supply; 2,The bacteriology of ice cream; 3, The care of milk and cream at the factory; 4,Condensed milk,milk powder, and homogenized cream; 5,Stabilizers; 6,Flavoring; 7,Standardizing the ice cream mixture; 8,Preparing the ice cream mixture; 9,Classification of ice cream; 10,Ice cream formulas; 11,Water ices and sherbets; 12,Fancy molded ice creams and ices; 13,The freezing process; 14,Refrigeration; 15,Economical operation of the refrigerating plant; 16,Scoring ice creams and ices; 17,The ice cream factory,its location and equipment; 18,Factory management; 19,By-products and side lines; 20,Ice cream as a side line in the local creamery; Appendix. (g)
- 1916 Ice cream making. A.C.Baer. 36 p. Wis.Sta.Bul.262; Butter,Cheese & Egg Jour.7,no.15:26; no.19:30; no.24:32; no.28:22; no.32:26. With omission of illus.,N.Y.Prod.Rev.41:960,1092; 42:22,70,114,160,200., 240,326. With slight omission of text and omission of illus.,Dairy Rec.18,no.3:6; no.4:16; no.5:16; no.6:14; no.7:20; no.8:16; no.10:20. Excerpts,Ice Cream Trade Jour.12,no.5:33; 1917,13,no.3:38; Refrig.18, no.5:24. Abstracts,Expt.Sta.Rec.34:859; Creamery and Milk Plant Mo.4, no.8:17; Hoard's Dairyman,51:490; Assoc.Internatl.Froid,Bibliog.Bul. 7:218; 8:134.
- The body and texture are influenced by the age and kind of cream, amount of fat or other milk solids, and kind and amount of fillers; The time of freezing and speed of the machine are as important as the proper ingredients; An excessive overrun in ice cream is always obtained at the expense of quality; The flavor is influenced by the quality of the flavoring materials; A uniform quality can be made by careful standardization of the cream. (h)



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- 1916 Ice cream making in the home. H.F.Judkins. Hoard's Dairyman, 51:928. Materials; Recipes; Freezing and hardening. (a)
- 1917 Heller's guide for ice-cream makers. B.Heller & Co. Eds.4 and 5. See p.65h. (b)
- Ice cream. R.M.Washburn. In his Productive dairying. p.375-379. Phila.:J.B.Lippincott Co. Formulas; Powders; Gelatin; Freezing; Holding; Swell. (c)
- Ice cream- its composition, manufacture and value. Most useful as food in health and sickness- vast increase in its use- fats or cream the expensive ingredient- evolution of formulas- some staple recipes. J.P.Street. Mod.Hosp.8:317-320. (d)
- An ice cream laboratory guide. W.W.Fisk and H.B.Ellenberger. 92 p. New York:Orange Judd Co. Brief outline of 31 laboratory exercises for the purpose of helping students apply the scientific principles of ice cream manufacture. (e)
- Ice Cream making. W.A.Stocking. In his Manual of milk products. p.511-546. New York:The Macmillan Co. Essential characteristics; The constituents; Types of freezers; The freezing process; Modification tables for use in making approximately a gallon of ice cream; Testing for fat; Score cards. (f)
- Making ice cream. O.C.Cunningham. Ohio Farmer, 139:580. Formulas; Preventing crystals; Adding fruit and nuts; Cooling; Freezing; Reasons for failure. (g)
- 1918 Heller's guide for ice-cream makers. Ed.1. 16 p. Chicago:B.Heller & Co., 1909. Ed.2, 1911, 16 p. Ed.3, 1913, 38 p. Ed.4, 1917, 38 p. Ed.5, 1917, 132 p. Ed.6, 1918, 154 p. Classification: Formulas; The use of vegetable gum in ice cream, by G.Lloyd; Sugar substitutes; Bacteria; Flavoring; Texture; Milk; Condensed and evaporated milk; Pasteurization; Aging and cooling; Temperature of mix; Freezing; Batch mixer; Milk powder; Homogenization; Standardizing milk and cream; Standards. (h)
- Ice-cream making on the farm. L.A.Sutormeister. Rural New Yorker, 77:800. (i)
- The secrets of California's ice cream business exposed. R.J.Dryden. Ice Cream Rev.1, no.6:10; Refrig.22, no.5:41. Stock cream; Freezing; Stabilizers; Development of brick trade; Preserving of fresh fruits; Cooperation. (j)
- 1919 The book of ice cream. W.W.Fisk. See p.67e. (k)

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- 1919 Ice-cream and ices. P.G.Heineman. In his Milk. p,630-647. Phila-  
delphia:W.B.Sanders Co. Paragraphs on bacteria in ice cream,Creamery  
and Milk Plant Mo,1920,9,no,6:54.  
Historical; Varieties of ice-cream; Stabilizers; Overrun; Distri-  
bution of fat; Fat test; Bacteria; Infectious material; Scoring;  
Bibliography. (a)
- The twentieth century book for the progressive baker,etc. F.L.Gienandt.  
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- Using the product of the family cow. Ice cream making in the home [in-  
cluding formulas]. H.F.Judkins. Rural New Yorker,78:236. (c)
- 1920 Ice cream on the farm. A.D.Burke. Ohio Farmer,145:110. (d)
- Wm.M.Bell's "pilot"; and authoritative book on the manufacture of can-  
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Freezing and storing ice cream; Gelatine; Straining; Mixing; Formulas;  
Soda fountain formulas. (e)
- 1921 Methods of manufacturing ice cream,for factories making from 5 to 30  
gallons per day. O.E.Williams. Ice Cream Rev.4,no.8:70. Creamery  
and Milk Plant Mo.10,no.4:54.  
Equipment; Ingredients; Testing milk and cream; Preparing the mix;  
Freezing and whipping; Hardening; Cleaning. (f)
- Methods of manufacturing ice cream,for factories making from 30 to 50  
gallons per day. O.E.Williams. Ice Cream Rev.4,no.9:89; Creamery  
and Milk Plant Mo.10,no.4:56.  
Equipment; Ingredients; Testing milk and cream; Preparing the mix;  
Freezing and whipping; Hardening; Cleaning. (g)
- Methods of manufacturing ice cream,for factories making from 100 to 200  
gallons daily. O.E.Williams. Ice Cream Rev.4,no.10:112; Ice Cream  
Trade Jour.17,no.2:69; Creamery and Milk Plant Mo.10,no.3:68. Ab-  
stract, Mo.Bul.Inform.Refrig.,Paris.2:1485.  
Equipment; Ingredients; Testing milk and cream; Preparing the mix;  
Freezing and whipping; Hardening; Cleaning. (h)
- Quick fruity ice-creams. M.J.Crosby. Good Housekeeping,73,no.1:76. (i)
- There is nothing so good as ice cream. D.W.McCray. Hoard's Dairyman,  
62:87.  
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- 1922 De Raef loose leaf manual on milk products and standardization of ice  
cream by weight per unit volume; showing food values,analysis,method  
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ice cream salesmanship and advertising. [140]p. Kansas City,Mo.:  
N.A.Kennedy Supply Company. (k)



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Importance of refrigeration; Pasteurization of milk products; Basic recipes; Mixing; Ageing; Freezing; Hardening. (a)

- Ice cream mix. A.C.Baer and N.E.Olson. 42 p. Milwaukee, Wis.:The Olsen Publishing Co. For later editions See p.701.

A simplified method of instruction in standardization of the ice cream mix; Composition of materials; Qualities of a good ice cream mix; Standardization by steps; Formulas for the ice cream mix; Legal ice cream standards of the different states; Package label requirements of different state laws. (b)

- The technical control of dairy products. A treatise on the testing, analyzing, standardizing and the manufacture of dairy products. T.Mojonnier and H.C.Troy. Ed.1. See p.72b. (c)

- The twentieth century book for the progressive baker, hotel confectioner, ornamenteer and ice cream maker. F.L.Gienandt. Ed.1. 178 p. 192 Mass.Ave., Boston:F.L.Gienandt, 1912. Ed.2, 1913, 274 p. Ed.3, 1919, 280 p. Ed.4, 1922, 254 p. (d)

- 1923 The book of ice-cream. W.W.Fisk. 302 p. New York:The Macmillan Co., 1919. New ed.with app.on Standardizing the ice-cream mix, 1923, 333 p. Abstracts, Expt.Sta.Rec.42:877; Creamery and Milk Plant Mo.12, no.10: 113; Ztschr.Eiskrem, 2:117.

1, General statements on ice-cream; 2, Milk and cream as related to ice-cream; 3, Manufactured milk products as related to ice-cream; 4, Sugar, chocolate products, fruits, stabilizers and fillers; 5, Flavoring extracts; 6, Classification; 7, Equipment; 8, Refrigeration as applied to ice-cream-making; 9, Preparing the mix; 10, Freezing process; 11, Hardening ice-cream; 12, Judging and defects of ice-cream; 13, Bacteria in relation to ice-cream; 14, Testing; 15, Marketing and business management; 16, Construction and arrangement of the factory; 17, History and extent of the industry; App., Standardizing the ice-cream mix. (e)

- Every step in ice cream making demonstrated especially for you in new testing kitchen. M.J.Crosby. Ladies' Home Jour.40, no.8:81. (f)

- De Fabricage van Roomijs in de Vereenigde Staten. Alg.Zuivel, Melkhyg. Weekbl.19:150-156. (g)

- Ice cream, a new field for refrigerating enterprise. R.G.Reid. Ice and Cold Storage, London, 26:286-287; Ztschr.Gesam.Kälte-Indus., 1924, 31:6-7.

American output; English trade; Ice cream a real food; The future trade; Process of manufacture and principal ingredients used; Costs. (h)

- Ice cream for summer days. M.Wettach. Hoard's Dairyman, 65:778. Classification; Kinds of materials; Recipes; Freezing. (i)



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Composition of mix; Recipes used in commercial plants; Standardization; Classification; Scoring. (a)
- Ice cream manufacture. [Schedule of instructions.] Peter Brotherhood, Ltd. Cold Storage and Prod. Rev., London, 26: 226; Mo. Bul. Inform. Refrig. Paris, 4: 587; P. Rev. Gén. Froid et Indus. Frigor., 1924, 5: 275. (b)
- The ice cream mix. A.C. Baer, N.E. Olson and A.D. Burke. Ed. 2. See p. 70i. (c)
- Quality ice cream and how to make it [including formulas]. G. Watts. Dairy Farmer, 21, no. 12: 18. (d)
- What's new in ice cream. R.M. Washburn. Ice Cream field, 3, no. 1: 32; Ice Cream Rev. 7, no. 2: 66; Creamery and Milk Plant Mo. 12, no. 5: 78; N.Y. Prod. Rev. 56: 90. Extracts, Candy and Ice Cream, 34, no. 8: 29.  
Producers make standards for consumers; Total solids and weight per gallon; Physically cold, chemically hot; Skimmilk solids; Viscosity or stickiness; Aging; Acidity; Enzymes; Swell; Overloading; Scoring; Flavor; Texture; Appearance; Cream powders or powdered creams; Powdered ice cream mix; Retail package; The icicle. (e)
- 1924 Constructive factors of the industry. P.C. Mojonier. Ice Cream Field, 4, no. 3: 37; Creamery and Milk Plant Mo. 13, no. 3: 95.  
Quality of raw material; Concerning the buyer; As to manufacturing; In the laboratory; Package ice cream; The iceless cabinet. (f)
- Die Erzeugung von amerikanischem Rahmeis (Icecream) im Haushalte. A. Alfonsus. Milchw. Ztg. 31: 148-149. (g)
- La fabrication industrielle de la crème glacée (ice cream). L. Bourgoïn. Lait, 4: 177-188. Abstracts, Bul. Soc. Sci. Hyg. Aliment. 13: 223; Milchw. Forsch. 2, Ref.: 212; 4, Ref.: 106.  
Historique; Définition; Fabrication; Conditionnement et livraison. (h)
- How to produce ice cream with a low bacterial content. A.C. Fay and N.E. Olson. 4 p. Kans. Sta. Circ. 103. Abstracts, Expt. Sta. Rec. 51: 179; Abs. Bact. 8: 367.  
Importance of bacteria; Washing and sterilizing of utensils; Raw materials; Manufacturing processes; Other sources of contamination. (i)

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Milk Hygiene; Composition of milk and cream; Laboratory control of milk products; Composition, standardization and preparation of the mix; Bricks and molds; Small-scale production of ice cream; Frozen puddings; Frozen custards; Water ices; Sherbets; Vanilla and vanilla extracts; Tonka and coumarin; Hints on buying vanilla extracts; How to choose gelatine; Micro-organisms; Food colors; Vegetable dyes. (a)

Ice cream. [Possibilities of the industry, description of machinery and mixing process.] G.T.H. Ice and Cold Storage, London, 27:7, 41, 60, 94. (b)

Ice-cream making. H.F. Judkins. In his The principles of dairying. p. 216-235. New York: John Wiley & Sons, Inc.

History and extent of the industry; Classification; Characteristics; Constituents; Equipment; Standardizing, processing and freezing the mix; Hardening; Fancy ice cream and special molds; Marketing. (c)

Ice cream making and appliances in the home [including formulas]. M.E. Pennington. [11]p. Natl. Assoc. Ice Indus. H.R.B.2. (d)

Ice cream making- machinery [material] and methods. R.H. Swart. Ice Cream Field, 4, no. 5: 14. (e)

Ice cream plant and manufacture. R.G. Reid. 136 p. London: Simpkin, Marshall, Hamilton Kent & Co., Ltd. Chapters 7 and 8 on Standardization, Cold Storage and Prod. Rev., London, 27: 52, 54, 205. Contents, Mo. Bul. Inform. Refrig., Paris, 6: 5286. Abstract, Expt. Sta. Rec. 52: 377.

Introductory remarks; 2, Materials; 3, Process of preparing mix; 4, Freezing and hardening; 5 and 6, Machinery and equipment; 7 and 8, Standardization; 9, Refrigerating machinery; 10, Packaged ice cream; 11, The layout of ice cream factories; Appendix. (f)

L'industrie de la crème glacée. M.J.H. Papaioannou. Ann. Gembloux, 30: 109-134. Abstract, Lait, 5: 90.

Description théorique de l'industrie; Equipement industriel; Conduite pratique d'une fabrique de crème glacée. (g)

The manufacture of ice cream. R.G. Reid. Proc. 4th Internatl. Cong. Refrig., London, 1924, 1: 928-944.

Materials; Problems in ice cream manufacture; Definitions of technical terms; Process of mixing; Refrigeration; Testing; Food value. (h)

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bond,20,no.1023,extra blad:4-8. With omissions,Nederland.Weekbl.Zuivel  
bereid.Handel,31,no.31:3. (a)

The essentials of ice cream manufacture. H.L.Lucking. Cold Storage and  
Prod.Rev.,London,28:303,391,443.

I,Some initial consideration; II,The constitution of ices and ice  
creams; III,Machinery. (b)

Farm ice cream making. Every farmer should put up ice,and by following  
the suggestions in this article easily make his own ice cream. P.S.  
Lucas, Mich.Sta.Quart.Bul.7,no.3:105-106. (c)

First consideration of ice cream production. Milk Indus., London,5,no.  
9:101.

Market; Selection of materials; Equipment and machinery; Storage and  
refrigeration. (d)

Die Herstellung von Rahmeis. J.Litt. Milchw.Zentbl.54:77-79 (e)

How not to make ice cream. Milk Indus.,London,6,no.4:144. (f)

Ice cream making on a large scale. S.J.Boon. Milk Indus.,London,5,  
no.11:93.

Plant capable of dealing with a daily output of three hundred  
gallons. (g)

Ice cream making on the farm. W.W.Fisk. DeLaval Dairyman,2,no.3:11. (h)

The ice cream mix. A.C.Baer,N.E.Olson and A.D.Burke. [Ed.2.] [91]p.  
Milwaukee,Wis.:The Olsen Publishing Co.,1923. Ed.3,1925,92 p. Ab-  
stract,Expt.Sta.Rec.50:783. For Ed.1,See p.67b.

A simplified method of instruction in standardization of the mix;  
Composition of materials; Qualities of a good mix; Standardization by  
steps; Formulas for the mix; Comparative cost of mixes; Acidity and  
overrun; Factors influencing the overrun; Processing the mix; Cream  
and milk versus butter,powder and water; Skimmilk powder; Ice cream  
dropping in the can; Good gelatine; Legal ice cream standards- of  
the different states; Package label requirements of different state  
laws; How to make freight claims; Horse power of shafts; Water; Steam;  
How to figure belts; To calculate length of belt; Rules for determining  
size and speed of pulleys or gears; Cold storage temperatures; Com-  
parison of various liquid measures; Dimensions of cylinders,holding  
approximately below named,U.S.standard measures; Simple interest rules;  
Weight of milk products; Chemical contents; Temperature; Specific  
gravity tables. (i)

Ice cream: Some ideas and suggestions. Milk Indus.,London,5,no.8:41.

Terms "ice cream", "ice", and "cream ice"; Standards; Richness;  
Standardization; Distribution. (j)



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- 1925 The ice cream trade is the dairyman's trade. G.T.Collis. Milk Indus., London, 5, no. 9:103.  
 Suggestions in the manufacture of ice cream. (a)
- Italian ice cream. Ice and Cold Storage, London, 28:165, 191, 217.. (b)
- Making America's favorite dessert. W.H.Martin. Penn State Farmer, 18:117.  
 Products used; Proportioning the amounts; Adding gelatine and flavor; Making the mix; Qualities that please. (c)
- Making ice cream at a large London store. Milk Indus., London, 6, no. 2:89. (d)
- Making ice cream on the farm. E.W.Gage. Dairymen's League News, 9, no. 24:7. (e)
- Making ice cream, sherbets, and ices for home use. W.W.Fisk. 7 p. N.Y., Cornell Ext. Bul. 109.  
 Method of freezing; Kinds of ice cream; Formulas. (f)
- The manufacture of ice cream. H.F.DePew and S.W.Dyer. 35 p. N.H.Univ. Ext. Bul. 27; Creamery and Milk Plant Mo. 14, no. 8:87; no. 9:91; no. 10:118; no. 12:83. A concise short-course text by H.F.DePew, Ice Cream Trade Jour. 21, no. 10:43. Abstracts, Expt. Sta. Rec. 53:883; Ice Cream Trade Jour. 21, no. 8:63.  
 Growth and development of the industry; Food value; Selection of materials; Composition of the mix; Standardizing the mix; Processing the mix; Freezing the mix; Overrun; Hardening; Defects; Testing for fat; Plant management. (g)
- Manufacture of ice cream. F.B.Fulmer. Ice and Refrig. 68:429-430, 511-513. With omission of chart, Ztschr. Rahmeis, 1:25-27; Milch-Indus. 8:58-61. Sections on freezing, chart, and power, Refrig. World, 60, no. 8:21-23. Sections on freezing and chart, Ice and Cold Storage, London, 28:218-220.  
 Historical data; Ice cream as food; Composition; Freezing point; Freezing process; Time-temperature-swell chart; Power. (h)
- Manufacturing ice cream. Milk Indus., London, 5, no. 10:95; no. 11:99; no. 12:85 (i)
- The production of ice cream of low bacterial content in commercial plants. [Authors' abstract.] A.C.Fay and N.E.Olson. Abstract, Abs. Bact. 9:24. (j)
- Ratschläge für Rahmeis-fabrikanten. E.Lindewirth. Ztschr. Rahmeis, 1:10-11, 18-19.  
 Die Herstellung der Mischung; Abwiegen und Abmessen; Mischen und Pasteurisieren; Homogenisierung; Kühlen; Reifen; Grundsätze des Gefrierens; Zu vermeidende Fehler; Richtiges Gefrieren; Viskosität; Amerikanisches Rahmeis; Das Schlagwerk; Des Härten. (k)

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- 1925 Reviewing ice cream making and the value of keeping cost records. A.W. Moseley. Milk Indus., London, 6, no. 1: 93; Ice Cream Rev. 9, no. 2: 74.

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Stabilizers

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Gelatin

See also subdivision,"General," page 61, for references to additional sources of information on this subject.

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Eggs

See also subdivision, "General," page 61, for references to additional sources of information on this subject.

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## Composition

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## Preparation of Mix and Its Effect

Homogenization, Viscolization and Emulsification

See also subdivision, "General," page 61, for references to additional sources of information on this subject.

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## Preparation of Mix and Its Effect

Homogenization, Viscolization and Emulsification (cont'd)

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## Preparation of Mix and Its Effect

Homogenization, Viscolization and Emulsification (cont'd)

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## Preparation of Mix and Its Effect

Homogenization, Viscolization and Emulsification (cont'd)

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## Preparation of Mix and Its Effect

Homogenization, Viscolization and Emulsification (cont'd)

- 1926 The effect of each ingredient in the manufacture of ice cream. W.H.E. Reid and W.K.Moseley. Mo.Sta.[Ann.Rpt.1926] Bul.244:35.

Effect of emulsification, homogenization and viscolization on microscopic change of fat, surface tension, viscosity, freezing qualities, hardness, stability and quality. (a)

The effect of processing on the dispersion of fat in an ice cream mixture. W.H.E.Reid and W.K.Moseley. 25 p. Mo.Sta.Research Bul.91. Abstracts, Expt.Sta.Rec.56:570; Internatl.Assoc.Ice Cream Manfrs.Abs. 1:103.

A microscopic study of the effect of processing on the dispersion of fat; Effect of processing and aging on the viscosity of ice cream mixtures and on surface tension; Effect of processing on the stability at summer temperatures and on the hardness of ice cream; Scoring. (b)

Finding a key to viscosity control. Experiments furnish data helpful to the ice cream manufacturer on influence of different mix ingredients and plant processes. G.D.Turnbow and F.W.Milner. Ice Cream Trade Jour.22,no.4:64a. Abstracts, Expt.Sta.Rec.55:873; Mo.Bul.Inform. Refrig.,Paris,7:6527; Rev.Gén.Froid,8:51. (c)

Previous tests on ice cream quality confirmed. A.S.Ambrose and P.H. Tracy. Ill.Sta.Ann.Rpt.1925,38:101-102. Abstract, Expt.Sta.Rec.56:273.

Acid content; Dehydrated egg yolk; Milk solids; Homogenized and un-homogenized mixes; Relation between overrun obtained and texture and resistance; Hardness of ice cream as drawn from freezer. (d)

Ripening

See also subdivision, "General," page 61, for references to additional sources of information on this subject.

- 1919 Researches in ice cream making. A.C.Baer. Okla.Sta.Ann.Rpt.1919,28:38-39.

Emulsification; Aging; Reducing percent of sugar. (e)

- 1922 How does aging increase the viscosity of the mix. Opinions of cause of thickening of the ice cream mix during the aging process. Ice Cream Rev.6,no.2:140. (f)

- 1923 How to handle the mix in the holding process. Advantages of restoring viscosity without increasing bacterial or acid content. L.S.Work. Ice Cream Trade Jour.19,no.10:47. Abstract, Mo.Bul.Inform.Refrig.,Paris, 5:3929. (g)



## Preparation of Mix and Its Effect - Ripening (cont'd)

- 1923 The perplexing problem of how to ripen the mix. Acidity has received too much attention with insufficient emphasis placed on ripening serum solids. R.T.Des Jardins and R.A.Fortin. Ice Cream Trade Jour.19,no.4:59. (a)
- 1924 The principles of ice-cream making. Nebr.Sta.Ann.Rpt.1923,37:10-12. Abstract,Expt.Sta.Rec.51:878. Acidity as affecting quality,yield and viscosity: Viscosity as regards effect of aging; Comparative tests with different grades of gelatine. (b)
- Some characteristics of the ice cream mix. How they are affected by the different ingredients,homogenization,holding and temperatures of freezing. C.D.Dahle. Ice Cream Trade Jour.20,no.10:70; Rev.Gén.Froid,1926,7:225. Abstract,Mo.Bul.Inform.Refrig.,Paris,7:5975. (c)
- 1926 Factors influencing yield and consistency of ice cream. Iowa Sta.Ann.Rpt.1926:39. Increase of viscosity during aging. (d)

Physical Condition - General

See also subdivision,"General," page 61, for references to additional sources of information on this subject.

- 1917 A preliminary study of the fat and bacterial content of ice cream. P.G. Heinemann and J.E.Gordon. Creamery and Milk Plant Mo.5,no.12:44. Abstracts,Chem.Abs.12:834; Abs.Bact.1:412. (e)
- 1922 Physical properties of the ice cream mix. A discussion of their nature and their relation to the character and palatability of the finished product. B.Masurovsky. Ice Cream Trade Jour.18,no.9:69. (f)
- 1924 The effect of different percentages of butterfat on the physical properties of ice cream. D.H.Nelson and W.H.E.Reid. 24 p. Mo.Sta.Research Bul.70. Abstracts,Expt.Sta.Rec.53:76; Ice Cream Trade Jour.21,no.7:63; Creamery and Milk Plant Mo.14,no.6:68; Chem.Abs.20:76. (g)
- 1926 The effect of processing on the dispersion of fat in an ice cream mixture. W.H.E.Reid and W.K.Moseley. 25 p. Mo.Sta.Research Bul.91. Abstracts,Expt.Sta.Rec.56:570; Internatl.Assoc.Ice Cream Manfrs.Abs.1:10. A microscopic study of the effect of processing on the dispersion of fat; Effect of processing and aging on the viscosity of ice cream mixtures and on surface tension; Effect of processing on the stability at summer temperatures and on the hardness of ice cream; Scoring. (h)

Physical Condition - General (cont'd)

- 1926 Government sees ice cream industry "progressing as never before". C.W. Larson. Ice Cream Trade Jour.22,no.10:9.

Present trend- of the industry; Investigational work of the bureau of dairy industry regarding the mechanism of physical reactions that take place when ice cream is frozen. (a)

Physikalische Eigenschaften des Eiskrems. A.Eichstädt. Ztschr.Eis-krem.2:158-159. (b)

Viscosity

See also subdivision,"General," page 61, for references to additional sources of information on this subject.

- 1915 Overrun. Basis of amount of cream used is here alone considered- amount of overrun determined by amount of air imprisoned- this is governed by viscosity- relation of viscosity to pasteurization, fillers, homogenization, temperature. M.Mortensen. Ice Cream Trade Jour.11,no.2:32; N.Y.Prod.Rev.39:908; Butter, Cheese and Egg Jour.6,no.9:24. (c)

- 1916 Ice cream. L.M.Davis. Calif.Sta.Ann.Rpt.1916:48. Abstracts, Expt. Sta. Rec.36:177; Assoc.Internatl.Froid, Bibliog.Bul.8:134.  
Relation between the consistency of the mix and the percent of swell where different thickeners and varying quantities of sugar were used. (d)

- 1919 The yield and consistency of ice cream. The presentation of a theory formed by the application of physical chemistry of protoplasm to constituents of the ice cream mix. G.Wilster. Ice Cream Trade Jour.15, no.12:39. Abstract, Mo.Bul.Inform.Refrig., Paris.1:424. (e)

- 1922 How does aging increase the viscosity of the mix. Opinions of cause of thickening of the ice cream mix during the aging process. Ice Cream Rev.6,no.2:140. (f)

More about viscosity of mix. Ice Cream Rev.6,no.2:150. (g)

- 1923 Gelatine- viscosity and melting resistance. V.C.Manhart. Ice Cream Rev.7,no.2:14; Creamery and Milk Plant Mo.12,no.9:85; Ice Cream Field, 1924,4,no.4:26. (h)

How to handle the mix in the holding process. Advantages of restoring viscosity without increasing bacterial or acid content. L.S.Work. Ice Cream Trade Jour.19,no.10:47. Abstract, Mo.Bul.Inform.Refrig., Paris,5:3929. (i)



Physical Condition - Viscosity (cont'd)

- 1923 Influence of gelatine upon viscosity of mix. From the standpoint of the consumer there are four essential factors in ice cream- flavor, body, texture and quality. V.C.Manhart. Ice Cream Field, 3, no.1:66; Ice Cream Rev. 6, no.12:8. With various omissions, Ice Cream Trade Jour. 19, no.4:61. Abstract, Expt. Sta. Rec. 49:177.  
 Pasteurization; Influence of gelatine; Melting resistance. (a)
- Problems in the manufacturing of ice cream. W.B.Combs. Pa. Sta. [Ann. Rpt. 1923] Bul. 181:20. Abstracts, Expt. Sta. Rec. 50:477; N.Y. Prod. Rev. 58:1038.  
 Viscosity studies on cream and ice cream mixes. (b)
- Study of the principles of ice cream making. Nebr. Sta. Ann. Rpt. 1922: 13-14. Abstracts, Expt. Sta. Rec. 49:782; N.Y. Prod. Rev. 58:1040; Mo. Bul. Inform. Refrig., Paris, 6:5348.  
 Influence of percentage of total fat upon the yield, body, consistency and quality of the resulting ice cream; Influence of homogenization and emulsification upon the viscosity of the mix. (c)
- 1924 The effect of each ingredient in the manufacture of ice cream. W.H.E Reid and D.H.Nelson. Mo. Sta. [Ann. Rpt. 1923] Bul. 210:47-48. Abstracts, Expt. Sta. Rec. 51:780; Mo. Bul. Inform. Refrig., Paris, 6:5178,  
 Effect of different percentages of sugar on hardness and ability to withstand summer temperatures; Effect of increased butterfat content on viscosity, overrun and time required for freezing. (d)
- Ice cream investigations. Kans. Sta. Bien. Rpt. 1922-1924:101-103. Abstracts, Expt. Sta. Rec. 52:479; Mo. Bul. Inform. Refrig., Paris, 6:5527.  
 Study of some of the factors affecting viscosity in the mix and the influence of viscosity on the yield; Attempt to determine what factors other than viscosity influence the yield. (e)
- The principles of ice-cream making. Nebr. Sta. Ann. Rpt. 1923, 37:10-12. Abstract, Expt. Sta. Rec. 51:878.  
 Acidity as affecting quality, yield and viscosity; Viscosity as regards effect of aging; Comparative tests with different grades of gelatine. (f)
- Problems in the manufacture of ice cream. W.B.Combs, W.H.Martin and I.R. Knapp. Pa. Sta. [Ann. Rpt. 1924] Bul. 138:18-19; N.Y. Prod. Rev. 58:1134. Abstract, Expt. Sta. Rec. 52:279.  
 Effect of pasteurization and viscolization upon viscosity of cream and ice cream mixes; Relation of percent of acidity in mix to quality and melting properties of ice cream; Relation of bacteria content of mix to quality of ice cream. (g)

Physical Condition - Viscosity (cont'd)

- 1925 The effect of each ingredient in the manufacture of ice cream. W.H.E. Reid and D.H.Nelson. Mo.Sta.[Ann.Rpt.1924] Bul.228:45-46.  
Relation of milk-solids-not-fat to the viscosity and acidity of mix, and to the rate of liberation of heat units, freezing point and crystallization point. (a)

The effect on the viscosity, bacterial flora, and quality of the resulting ice cream when the ice cream mixture is re-emulsified, re-viscolized, or re-homogenized. W.H.E.Reid and S.F.Scism. 22 p. Mo.Sta.Research Bul.82; Ice Cream Field, 1926, 8, no.6:74; Ice Cream Rev.1926, 9, no.10:116. With slight omission of text and omission of illus., Dairy World, 1926, 4, no.11:45. Abstracts, Expt.Sta.Rec.54:771, 869; Chem.Abs.20:2028. (b)

Neutralization and homogenization of the ice cream mix and their relation to viscosity and overrun. H.A.Bendixen. Creamery and Milk Plant Mo.14, no.4:83; Ice Cream Rev.8, no.10:100; N.Y.Prod.Rev.59:1130; Agr. Jour., Brit.Columbia, 10:52. Section on neutralization, Ice Cream Trade Jour.21, no.4:53. Abstracts, Expt.Sta.Rec.53:676; Chem.Abs.19:2093. (c)

Study of the principles of ice cream making. Nebr.Sta.Ann.Rpt.1924, 38:11.

Viscosity affected by increase of milk solids; Comparison of grades of gelatine. (d)

Which is it: viscosity or plasticity? This question is answered in experimental work carried on at the University of Nebraska which shows the ice cream mix to be a plastic material and not a viscous fluid. B.I.Masurovsky. Ice Cream Trade Jour.21, no.5:61. Abstract, Expt.Sta.Rec.54:869. (e)

- 1926 The effect of each ingredient in the manufacture of ice cream. W.H.E. Reid. Mo.Sta.[Ann.Rpt.1925] Bul.236:48-49. Abstract, Expt.Sta.Rec.54:771.

Effect on viscosity, bacterial flora and quality when mixture was re-emulsified, reviscolized or rehomogenized. (f)

The effect of each ingredient in the manufacture of ice cream. W.H.E. Reid and W.K.Moseley. Mo.Sta.[Ann.Rpt.1926] Bul.244:35.

Effect of emulsification, homogenization and viscolization on microscopic change of fat, surface tension, viscosity, freezing qualities, hardness, stability and quality. (g)

The effect of processing on the dispersion of fat in an ice cream mixture. W.H.E.Reid and W.K.Moseley. 25 p. Mo.Sta.Research Bul.91. Abstracts, Expt.Sta.Rec.56:570; Internatl.Assoc.Ice Cream Manfrs.Abs.1:103.

A microscopic study of the effect of processing on the dispersion of fat; Effect of processing and aging on the viscosity of ice cream mixtures and on surface tension; Effect of processing on the stability at summer temperatures and on the hardness of ice cream; Scoring. (h)



Physical Condition - Viscosity (cont'd)

- 1926 Factors influencing the viscosity of cream and ice cream. F.F.Sherwood and H.L.Smallfield. Jour.Dairy Sci.9:68-77. Abstracts,Chem. Abs.20:1120; Expt.Sta.Rec.55:873; Mo.Bul.Inform.Refrig.,Paris.8:7677; Internatl.Assoc.Ice Cream Manfrs.Abs.1:137. (a)

Factors influencing yield and consistency of ice cream. Iowa Sta. Ann. Rpt.1926:39.

Increase of viscosity during aging. (b)

Finding a key to viscosity control. Experiments furnish data helpful to the ice cream manufacturer on influence of different mix ingredients and plant processes. G.D.Turnbow and F.W.Milner. Ice Cream Trade Jour.22,no.4:64a. Abstracts,Expt.Sta.Rec.55:873; Mo.Bul.Inform. Refrig.,Paris,7:6527; Rev.Gen.Froid,8:51. (c)

Physical and chemical factors affecting ice cream mixes. Effect of age of mix on viscosity- effect of gelatine- effect of butterfat, serum solids, and so forth. J.D.Turnbow and F.W.Milner. Ice Cream Rev.9,no.11:136. Excerpts, Cold Storage and Prod.Rev., London, 29:399. (d)

[Study of use of prunes and figs in the manufacture of ice cream. Viscosity of ice cream mix as influenced by gelatine and other ingredients. Influence of viscosity on control of weight and density of the finished cream.] G.D.Turnbow. Calif.Sta. Ann.Rpt.1926:62; Expt.Sta. Rec.57:276. (e)

Viscosity and its relation to quality. Results of experimental work with important bearing upon factors governing superior ice cream. W.H.Martin. Ice Cream Rev.9,no.7:46. With various omissions, Ice Cream Trade Jour.22,no.1:54. Abstracts,Expt.Sta.Rec.55:472; Mo.Bul.Inform. Refrig.,Paris,7:6526; Rev.Gen.Froid,8:51. (f)

Die Viskosität der Eiskremmischung und ihr Einfluss auf die Qualität. Nach amerikanischer Literatur. O.Schäffer. Ztschr.Eiskrem,2:80-82. (g)

Freezing Temperature

See also subdivision, "General," page 61, for references to additional sources of information on this subject.

- 1922 The effect of each ingredient in the manufacture of ice cream. W.H.E. Reid and D.H.Nelson. Mo.Sta.[Ann.Rpt.1922] Bul.197:58-59. Abstracts, Expt.Sta.Rec.48:672; Chem.Abs.17:3897.

Effect of different percentages of butterfat on the physical properties of ice cream; Effect of sugar, milk-solids and fillers in the manufacture of commercial ice cream upon the change in temperature during the freezing process. (h)

Physical Condition - Freezing Temperature (cont'd)

- 1922 Ice cream. U.S.Dept.Agr.,Bur.Anim.Indus.Rpt.1922:22-23.  
Influence of composition of mix on palatability; Influence of different ingredients on the yield; Effect of low brine temperatures on yield; Freezing point. (a)
- 1924 Effect of several ingredients used in the manufacture of commercial ice cream on the change in temperature during the freezing process. W.H.E. Reid and D.H.Nelson. 16 p. Mo.Sta.Research Bul.71; Creamery and Milk Plant Mo.1925;14,no.6:83. Summary and several charts,Ice and Refrig.1925,69:90. Abstracts,Expt.Sta.Rec.53:77; Chem.Abs.19:2092. Results of increase of milk solids-not-fat. (b)
- 1925 The effect of each ingredient in the manufacture of ice cream. W.H.E. Reid and D.H.Nelson. Mo.Sta.[Ann.Rpt.1924] Bul.228:45-46.  
Relation of milk-solids-not-fat to the viscosity and acidity of mix, and to the rate of liberation of heat units,freezing point and crystallization point. (c)
- Effect of ingredients in the ice cream mix on its freezing point. Ind. Sta.Ann.Rpt.1925:21. Abstracts,Expt.Sta.Rec.55:69; Mo.Bul.Inform. Refrig.,Paris,8:7404.  
Milk fat and egg albumen substituted for casein and gelatine, cane sugar,milk sugar,souring and neutralizing. (d)
- Effect of ingredients in the ice cream mix on its freezing point. E.H. Parfitt and C.L.Taylor. Jour.Dairy Sci.8:230-237; Ice Cream Rev.1926, 9,no.8:152; Canad.Dairy and Ice Cream Jour.1926,5,no.6:13. Abstracts, Expt.Sta.Rec.54:170; Chem.Abs.19:2093; Ice Cream Trade Jour.21,no.7: 64; Creamery and Milk Plant Mo.14,no.6:67; Mo.Bul.Inform.Refrig.,Paris, 7:6754; Ztschr.Eiskrem,2:23; Internatl.Assoc.Ice Cream Manfrs.Abs.1:72. (e)
- Factors affecting the freezing point of ice cream mixes. C.D.Dahle and W.J.Caulfield. Pa.Sta.[Ann.Rpt.1925] Bul.196:21-22. (f)
- How mix ingredients affect freezing. An increase in the milk solids,besides developing further viscosity and titrable acidity,lowers the freezing point,extends time required to freeze and slows down rate of melting. W.H.E.Reid and D.H.Nelson. Ice Cream Trade Jour.21,no.4:56. Summary,Rev.Gén.Froid,1926,7:268. Abstract,Mo.Bul.Inform.Refrig., Paris,7:5984. (g)
- 1926 Factors affecting the freezing point of ice cream. C.D.Dahle and W.J. Caulfield. Pa.Sta.[Ann.Rpt.1926] Bul.204:24-25. Abstracts,Expt.Sta. Rec.56:172; Mo.Bul.Inform.Refrig.,Paris,8:8088.  
Effect of corn sugar and flavor. (h)
- Filling up the gaps in freezing data. New technical information on the "how" and the "why" of an important but often neglected process in the manufacture of good ice cream. C.D.Dahle. Ice Cream Trade Jour.22, no.3:63; Ice Cream Field,8,no.5:73; Ice Cream Rev.9,no.8:88; Refrig. Engin.12:369. Abstracts,Chem.Abs.20:1674; Expt.Sta.Rec.55:676; Mo. Bul.Inform.Refrig.,Paris,7:6525. (i)



## Freezing

See also subdivision, "General," page 61, for references to additional sources of information on this subject.

- 1844 The ice book: being a compendious and concise history of everything connected with ice from its first introduction into Europe as an article of luxury to the present time...and a valuable collection of the most approved recipes for making superior water ices and ice creams at a few minutes notice. T.Masters. [204] p. London:Simpkin,Marshall & Co.  
Freezing apparatus; The double-motion machine; Recipes; On freezing mixtures; Freezing mixtures with ice or snow; Freezing mixtures without ice. (a)
- 1903 Dairy refrigeration. J.W.Decker. In his Elements of dairying. p.107-109. Columbus,Ohio:Published by the author.  
Ice cream; Ice cream fillers; Frozen junket; Mixing cream; Expansion; Freezing in open kettles. (b)
- 1905 An improvised freezing timer. A simple device for saving the tax on an ice cream maker's memory. V.Miller. Ice Cream Trade Jour.1,no.8:8.  
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- 1906 Ice cream without a freezer. A possibility which is worthy of thought and investigation. J.H.Hart. Ice Cream Trade Jour.2,no.10:22. (e)
- 1907 Freezing and storing of ice cream by mechanical refrigeration. W.A. Ohlhaver. Ice Cream Trade Jour.3,nos.2-3:28. (f)
- 1912 Ice cream hints. Where the frozen product is made in connection with buttermaking. R.M.Washburn. N.Y.Prod.Rev.34:610.  
Transferring,holding,re-hardening and re-freezing ice cream. (g)
- 1913 How to mix ice and salt properly. Theory and practice of a freezing mixture which will benefit small manufacturers. Ice Cream Trade Jour. 9,no.4:42. (h)
- 1916 The proper freezing of ice cream. Ice and Refrig.50:204. Abstract, Assoc.Internatl.Froid,Bibliog.Bul.7:158. (i)
- 1919 Essential factors in ice cream making. Temperature of brine and speed of beater must be properly controlled to obtain good results. R.M. Washburn. Ice Cream Trade Jour.15,no.2:35. Extracts,Creamery and Milk Plant Mo.8,no.3:46; Creamery Jour.30,no.4:44. (j)

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Ice Cream Rev.3,no.9:58; Ice Cream Trade Jour.16,no.4:48; Creamery  
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Standardized mix; Load in freezer; Beating; Drawing; Incorporation  
of carbon dioxide gas. (a)
- 1921 Cases of supercooling during the freezing of ice cream mixes. H.F.  
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- Rotating thermocouple and cold junction. A new instrument designed for  
temperature studies in the horizontal power ice cream machines. H.F.  
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of the different factors involved in freezing ice cream batches in  
commercial freezers. H.F.Zoller. Ice Cream Trade Jour.17,no.9:45;  
no.10:50. Abstract,Chem.Abs.16:764. (e)
- 1922 Freezing the mix. An important question discussed by the men who are  
making the ice cream. Ice Cream Rev.6,no.2:28. (f)
- How to standardize to fit the law and the trade. How to freeze for  
quality and yield. R.M.Washburn. Ice Cream Rev.5,no.7:150; Creamery  
and Milk Plant Mo.11,no.2:74. (g)
- The importance of high class freezer operators. W.M.Thomas. Ice Cream  
Rev.5,no.8:150. (h)
- Mixing,freezing,hardening. [Series of questions submitted to manufac-  
turers and compilation of answers.] Ice Cream Rev.5,no.11:59. (i)
- Time required to freeze,why it varies? [Replies of several manufacturers  
to question.] Ice Cream Rev.5,no.11:140. (j)
- 1923 Freezing factors essential to quality and yield. Proper adjustment of  
the load,rate of beating,time in machine and drawing is pertinent to  
obtaining the desired results. R.M.Washburn. Ice Cream Trade Jour.  
19,no.4:66. (k)
- Ice cream freezers and ice cream. [Essentials of a good freezer and good  
freezing practices.] A.D.Burke. Ice Cream Rev.7,no.5:60. (l)
- Mixing,freezing and hardening ice cream. W.W.Fisk. Milk Indus.,London,  
3,no.11:30. (m)



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- 1924 The effect of each ingredient on the manufacture of ice cream. W.H.E. Reid and D.H.Nelson. Mo.Sta.[Ann.Rpt.1923] Bul.210:47-48. Abstracts, Expt.Sta.Rec.51:780; Mo.Bul.Inform.Refrig.,Paris,6:5178.  
Effect of different percentages of sugar on hardness and ability to withstand summer temperatures; Effect of increased butterfat content on viscosity, overrun and time required for freezing. (a)
- Effect of several ingredients used in the manufacture of commercial ice cream on the change in temperature during the freezing process. W.H.E. Reid and D.H.Nelson. 16 p. Mo.Sta.Research Bul.71; Creamery and Milk Plant Mo.1925,14,no.6:83. Summary and several charts, Ice and Refrig. 1925,69:90. Abstracts, Expt.Sta.Rec.53:77; Chem.Abs.19:2092.  
Results of increase of milk solids-not-fat. (b)
- Freezing ice cream. W.Storer. Milk Messenger, London,1,no.6:2.  
Shrinking; Refreezing; Rehardening. (c)
- Some characteristics of the ice cream mix. How they are affected by the different ingredients, homogenization, holding and temperatures of freezing. C.D.Dahle. Ice Cream Trade Jour.20,no.10:70; Rev.Gén.Froid,1926,7:225. Abstract, Mo.Bul.Inform.Refrig.,Paris,7:5975. (d)
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- 1925 Effect of ingredients in the ice cream mix on its freezing point. E.H. Parfitt and C.L.Taylor. Jour.Dairy Sci.8:230-237; Ice Cream Rev.1926, 9,no.8:152; Canad.Dairy and Ice Cream Jour.1926,5,no.6:13. Abstracts, Expt.Sta.Rec.54:170; Chem.Abs.19:2093; Ice Cream Trade Jour.21,no.7:64; Creamery and Milk Plant Mo.14,no.6:67; Mo.Bul.Inform.Refrig.,Paris,7: 6754; Ztschr.Eiskrem,2:23; Internatl.Assoc.Ice Cream Manfrs.Abs.1:72. (g)
- How mix ingredients affect freezing. An increase in the milk solids, besides developing further viscosity and titrable acidity, lowers the freezing point, extends time required to freeze and slows down rate of melting. W.H.E.Reid and D.H.Nelson. Ice Cream Trade Jour.21,no.4:56. Summary, Rev.Gén.Froid,1926,7:268. Abstract, Mo.Bul.Inform.Refrig., Paris,7:5984. (h)

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1925 Das Verfahren von Thomas Hall zur Regelung der Schwellung durch Thermometerbeobachtung. O.Rahn. Ztschr.Rahmeis,1:22-23. (a)

1926 Control of ice cream freezing. We can solve overrun problem only when we answer such questions as, what is proper temperature? What is plasticity? How can we measure it? Ice Cream Rev.9,no.7:67. (b)

Factors affecting time, temperature, and overrun in freezing ice cream.

C.D.Dahle and W.J.Caulfield. Pa.Sta. [Ann.Rpt.1926] Bul.204:22-23. Abstracts, Expt.Sta.Rec.56:171; Mo.Bul.Inform.Refrig., Paris, 8:8088; Internatl.Assoc.Ice Cream Manfrs. Abs.1:70.

Brine temperature; Temperature of mix when brine was shut off; Age of mix. (c)

Follow the temperature line. A thermometer guide through the manufacturing and distribution processes that helps answer the questions- how hot? how cold?- on which ice cream quality so heavily depends. R.H. Swart. Ice Cream Trade Jour.22,no.7:39. Abstract, Mo.Bul.Inform.Refrig., Paris, 7:7130. (d)

The relation of several ingredients to the manufacture of commercial ice cream. W.H.E.Rcid. 4 p. Mo.Sta.Circ.148; Creamery and Milk Plant Mo. 15,no.7:85. Abstract, Expt.Sta.Rec.55:573.

Effect of butterfat in ice cream; Effect of sugar in manufacture of ice cream; Effect of several ingredients on change of temperature during the freezing process. (e)

Carbonation

See also subdivision, "General," page 61, for references to additional sources of information on this subject.

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## Overrun

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Dealer profits vs. overrun. G.M.Brink. Rpt.Proc.Natl.Assoc.Ice Cream Manfrs.1924:17-23.

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Quality - General

See also subdivision,"General," page 61, for references to additional sources of information on this subject.

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- Factors causing overrun and smoothness; Factors favorable and necessary for a good shipping product; Profits from ice cream manufacture as compared with selling cream (j)
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Quality - General (cont'd)

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Quality - General (cont'd)

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- Experimental studies in ice cream during past year. R.C.Fisher. Ice Cream Field,4,no.6:8; Ice Cream Rev.7,no.11:36; Creamery and Milk Plant Mo.13,no.4:89.  
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Quality - General (cont'd)

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- 1926 Die Viskosität der Eiskremmischung und ihr Einfluss auf die Qualität. Nach amerikanischer Literatur. O.Schäffer. Ztschr.Eiskrem,2:80-82. (e)
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Body and Texture

See also subdivision, "General," page 61, for references to additional sources of information on this subject.

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Quality - Body and Texture (cont'd)

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Quality - Body and Texture (cont'd)

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- Texture- what determines it and how? Some thought-provoking experimental results and theoretical considerations on this and several closely related questions that are always before the manufacturer of ice cream. A.C.Dahlberg. Ice Cream Trade Jour.21,no.3:60; Rev.Gén.Froid,1926,7:201. Abstract, Mo.Bul.Inform.Refrig.,Paris,7:5930. (b)
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- 1926 The effect of the ingredients of ice cream on its flavor, body and texture. H.A.Bendixen. Creamery and Milk Plant Mo.15,no.3:81. With omissions, Ice Cream Rev.9,no.9:75. (d)
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Quality - Flavor

See also subdivision, "General," page 61, for references to additional sources of information on this subject.

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- 1914 Ice cream investigations. Wis.Sta.[Ann.Rpt.1913] Bul.240:40-41; Creamery and Milk Plant Mo.3,no.4:20. Abstracts,Expt.Sta.Rec.31:874; Assoc. Internatl.Froid,Bibliog.Bul.6:17. Factors which govern overrun,body texture and flavor. (c)
- 1916 Controlling factors in ice cream flavoring. O.E.Williams. Ice Cream Trade Jour.12,no.5:26; N.Y.Prod.Rev.42:402. (d)
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- 1924 Experimental studies in ice cream during past year. R.C.Fisher. Ice Cream Field,4,no.3:8; Ice Cream Rev.7,no.11:36; Creamery and Milk Plant Mo.13, no.4:89. Relation of composition to quality; Relation of acidity to flavor or palatability; Relation of acidity to viscosity and homogenizing pressure. (f)
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- No metallic flavor possible from tinned copper surfaces. Ice Cream Rev.8, no.9:36. (h)
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Quality - Melting

See also subdivision, "General," page 61, for references to additional sources of information on this subject.

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Defects - General

See also subdivision, "General," page 61, for references to additional sources of information on this subject.

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Sandiness

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- 1908 Further studies on the forms of milk-sugar. C.S.Hudson. Jour.Amer.Chem. Soc.30:1767-1783. (g)
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- Nouvelles recherches sur le sucre de lait. J.Gillis. Rec.Trav.Chim.Pays-Bas,39:88-125. (i)
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- Who's got sand. W. J. Barritt. Ice Cream Rev. 6, no. 6:60. (f)
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Shrinkage

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- 1924 Dealer profits vs. overrun. G.M. Brink. Rpt. Proc. Natl. Assoc. Ice Cream Manfrs. 1924:17-23.
- Table 1, Variations due to overrun; Table 2, Estimated overrun based on weights of eleven different manufacturers, and loss in dipping; Table 3, Dealer profits based on volume and weight purchase. (e)
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## General

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- 1923 Money making ideas for the ice cream man. L.O.Thayer. Internat.Confect. 32,no.6:77. (f)
- Novelties in ice cream that make sales. L.O.Thayer. Internatl.Confect. 32,no.8:81; N.Y.Prod.Rev.56:878. (g)
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## Sherbets and Ices

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- 1912 Ices and their preparation. Butter, Cheese & Egg Jour. 3, no. 28: 16. (b)
- 1913 Ice creams, water ices, frozen puddings together with refreshments for all social affairs. S. T. Rorer. 165 p. Philadelphia: Arnold and Co.  
General directions for all recipes; Use of fruits; Time for freezing; Directions for freezing; To repack; To mold ice creams, ices or puddings; To remove ice creams, ices and puddings from molds; Quantities for serving; Philadelphia ice creams; Neapolitan ice creams; Ice creams from condensed milk; Frozen puddings and desserts; Water ices and sherbets or sorbets; Frozen fruits; Frappé; Farfait; Mousse; Sauces for ice creams. (c)
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- 1918 Frozen without cream. M. J. Crosby. Good Housekeeping, 67, no. 2: 66. (e)
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- 1924 Frozen desserts. H. Faust. 4 p. Calif. Col. Agr., Ext. Serv. H. D. 132.  
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- How dealers' prejudice against sherbet can be overcome. Why sherbet without combined solids breaks down more quickly than ice cream. E. E. Love. Ice Cream Rev. 8, no. 10: 92. (m)
- Making ice cream, sherbets, and ices for home use. W. W. Fisk. 7 p. N. Y. Cornell, Ext. Bul. 109.  
Method of freezing; Kinds of ice cream; Formulas. (n)

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## Cones

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1919 The 5 cent ice cream cone the dealer's "Golden Egg." R.W.Johnson. Ice Cream Rev.2,no.11:29; Ice Cream Trade Jour.15,no.4:45; Creamery and Milk Plant Mo.8,no.5:54. (h)

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The ice cream cone. L.J.Schumaker. Creamery and Milk Plant Mo.9,no.8:46. (k)

1923 Cones and their importance to the ice cream industry. J.R.Wells. Ice Cream Rev.7,no.4:88. (l)

How the ice cream cone helps increase sales. More attention is being paid to the "nimble nickel" and its relation to the eventual success of the industry. J.R.Wells. Ice Cream Trade Jour.19,no.3:54. (m)



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- 1924 The development of the ice cream cone. Dairy Prod.Mdsg.4,no.1:22. (b)
- 1925 Calls ice cream cone only nickel treat. Writer in Birmingham Post says it alone remains after departure of nickel cigar, nickel movie and nickel slice of pie- estimates 20,000 cones consumed at one place in week. Ice Cream Field,7,no.1:39. (c)
- Claims Portland saw first American cone. Newspaper of that city says idea grew out of purchase of ice cream and cake by young man at St.Louis Exposition. Ice Cream Field,7,no.1:39. (d)
- "I'd rather have a cone". Cone gives natural enjoyment, without artificialities, which appeals to youngsters. F.Rasmussen. Ice Cream Rev.8,no.10:13. (e)

## Chocolate Covered Packages

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- Manufacture of chocolate covered ice cream bars. H.C.Knopf. Ice Cream Rev.5,no.7:158. (h)
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- A midwinter ice cream boom; [Eskimo pie]. W.Bishop. Nation's Business, 10,no.4:52. (j)
- Milk chocolate coating for dipping ice cream. Ice Cream Rev.5,no.7:57. (k)
- 1923 Chocolate coated ice cream. A.M.Thornton. Ice Cream Rev.6,no.6:72. Method of manufacture; Profit. (l)
- 1924 Building winter consumption. Suggestions for defeating "the winter thief" that robs manufacturers of summer profits. Says Eskimo pie is a solution. W.J.Sheehan. Ice Cream Rev.7,no.8:44. (m)
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- The frozen sucker has been nationalized. Ice Cream Rev.8,no.12:99. (f)
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## Chemical

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"Selling" the mothers by radio. Ice cream a highly nutritive food and not an appetite destroying confection. W.P.Heath. Dairy World,3,no.7: 35. (j)

Test proves ice cream is health food. E.B.Geisel conducts ice cream experiments in New Orleans' schools which result in increased weight for pupils. Ice Cream Rev.8,no.1:14. (k)

- 1925 Additional tests show food value. Pupils of New London,Conn. schools thrive on ice cream diet- gains in weight ranged from one to six pounds. Ice Cream Field,6,no.4:8. (l)

After history of a century ice cream still called a confection. Educational work stressing products food value has only recently approached stage of effectiveness,though future headway in this direction promises to be rapid. Ice Cream Rev.8,no.10:96. (m)

Defends ice cream as "America's favorite dessert". Editorial writer in the Pittsburg "Post" takes issue with Spanish writer who said mashed potatoes and gravy were our national dish. Explains why ice cream deserves that honor. Ice Cream Field,6,no.5:6. (n)



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- Ice cream, the health food, its value as a body builder for undernourished children. [8] p. Presented by Tait Bros. Inc., Springfield, Mass. Published by The New England Association of Ice Cream Manufacturers, 51 Cornhill, Boston. (h)
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- Nutrition tests to show food value. How ice cream manufacturers have cooperated with health and school authorities to demonstrate dietary possibilities of their product through feeding experiments. Ice Cream Trade Jour. 21, no. 1:43. (j)
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- Teaching nutritive value of ice cream. How the Anheuser-Busch Ice Cream and Beverage Company started ice cream nutrition classes in New Orleans public schools. E.B. Geisel. Ice Cream Field, 6, no. 3:50; Ice Cream Rev. 8, no. 6:147. With omission of chart, Agr. Jour., Brit. Columbia, 10:49. (l)
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- The food value of dairy products. Health of races and individuals has shown effects of their inclusion in diet- ice cream combines all food elements. C.C. Totman. Ice Cream Field, 9, no. 1:34. (f)
- The food values of ice cream. Factors of a good mix. Cold Storage and Prod. Rev., London, 29:142. (g)
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- Physical Culture praises ice cream for health. Ice Cream Rev. 10, no. 3:108. (p)



- 1926 Rats show ice cream's health value. Effect of dairy products in food shown by growth and vitality; gelatin shown to have marked beneficial effect- pictures reveal difference caused by diet changes. M.B.Davis. Ice Cream Field, 8, no. 5: 59. (a)

Regard ice cream as food, not luxury. Tendency of housewives is to provide complete meal in addition to it, and over-eating frequently results- should be regarded as part of meal, not "extra". M.Hastings. Ice Cream Field, 9, no. 5: 58. (b)

Saving the babies by feeding them ice cream. L.Howell. Ice Cream Rev. 10, no. 3: 82. Abstract, Internatl. Assoc. Ice Cream Manfrs. Abs. 1: 62. (c)

"Sell" the public on ice cream. It is an ideal food product, but thousands of people don't know it; When they do, ice cream sales will break all records. H.Bundesen. Ice Cream Field, 8, no. 4: 29. (d)

Using ice cream to build better bodies. Results of tests with infants of varying ages. Ice cream often increases weight and vitality when mother's milk fails to do so. L.P.Howell. Ice Cream Field, 10, no. 2: 46. Abstract, Internatl. Assoc. Ice Cream Manfrs. Abs. 1: 63. (e)

What is ice cream? What is good ice cream? What does ice cream mean to human health and satisfaction? How is the ideal quality product made? Ice Cream Rev. 9, no. 9: 64. (f)

Why ice cream is a valuable food for children, when well or ill. Feeding tests and detailed studies demonstrate important dietary effects of product- recommended for healthy children and for use in treatment of sick or malnourished. S.A.Cohen. Ice Cream Trade Jour. 22, no. 11: 46. Abstracts, Mo. Bul. Inform. Refrig., Paris, 7: 7090; Rev. Gen. Froid, 8: 93. (g)

#### Gelatin

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Nutritive value of ice cream as influenced by the gelatine contained therein. (i)

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## Gelatin (cont'd)

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- 1924 The dietetic value of edible gelatine. T.B.Downey. Amer.Food Jour.19: 334-336; Ice Cream Field,6,no.1:66c. (b)
- Edible gelatine. [Function and nutritive value in ice cream.] T.B.Downey. Creamery and Milk Plant Mo.13,no.1:76. (c)
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## POISONING AND EPIDEMIOLOGY

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- 1876 Vanilla-ice poisoning. R.L.Payne. Va.Med.Mo.3:612-613. (l)



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Analyst, 1878:311. (b)
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(g)
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- Ice-cream poisoning. Vanillism. P.A.Morrow. Med.Rec.30:108-109. (l)
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- 1913 How ice cream could be advertised. Suggestion made at bakers' convention applies to associations in ice cream trade. Ice Cream Trade Jour.9,no.8:42. (h)

- 1914 Ice cream sales promotion. Progressive methods must be applied in both advertising and direct sales work- advertising must be carefully planned to induce consumer demand and the co-operation of dealers must be secured. P.L.Barker. Ice Cream Trade Jour.10,no.7:23. (i)

Publicity for ice cream factories. F.A.Wynne. Ice Cream Trade Jour.10, no.3:34; N.Y.Prod.Rev.38:76. (j)

- 1915 A few points about advertising ice cream. T.D.Outler. Ice Cream Trade Jour.11,no.10:48d. Extracts, N.Y.Prod.Rev.1916,42:588. (k)

Newspaper advertising. H.J.Garrison. Ice Cream Trade Jour.11,no.10:44; N.Y.Prod.Rev.41:172. (l)

- 1916 Advertising ice cream. F.Armstrong. Butter, Cheese & Egg Jour.7,no.6:20 (m)

Advertising that will insure ice cream sales. I.M.Simpson. Ice Cream Trade Jour.12,no.1:37. (n)

## Advertising and Publicity (cont'd)

- 1916 Possibilities of developing winter business. Advertising must be relied upon- poor advertising expensive- employment of specialists to select mediums and prepare copy is advised. E.C.Sutton. Ice Cream Trade Jour.12,no.1:36a; N.Y.Prod.Rev.42:768. (a)
- 1917 Figuring expense and profits in advertising. Publicity reduces unit manufacturing cost by stimulating demand and thereby increasing production. R.H.Cornell. Ice Cream Trade Jour.13,no.1:31. (b)
- 1918 The advertising of ice cream. P.L.Barker. Ice Cream Rev.1,no.10:24. (c)
- What advertising can do for ice cream; F.H.Ames. Ice Cream Rev.1,no.9:14. (d)
- 1919 Advertising via airplane. W.H.Irvin. Ice Cream Rev.3,no.2:18. (e)
- Food value overstressed in advertising. Demand for ice cream is chiefly due to properties other than food value and principal drive in advertising should follow lines of least resistance. Ice Cream Trade Jour.15,no.6:33. (f)
- 1920 Publicity in the ice cream industry. Consumers should receive accurate and truthful information concerning the manufacture and sale of food products. J.Foust. Ice Cream Trade Jour.16,no.1:49. (g)
- 1921 Advertise delicacy and food value of ice cream. M.D.Munn. Ice Cream Rev.5,no.2:166. (h)
- Advertising and selling ice cream. The purpose of advertising is not alone to sell goods but also to create good will. W.B.Morris. Ice Cream Trade Jour.17,no.8:58; N.Y.Prod.Rev.52:1264. (i)
- Advertising ice cream. K.L.Carver. Ice Cream Trade Jour.17,no.4:49. (j)
- Can ice cream as an industry be advertised? The author believes that through co-operative advertising the basic market for ice cream can be enlarged. C.W.Hoyt. Ice Cream Trade Jour.17,no.3:41. (k)
- Ice cream sales and advertising. Wider distribution of quality ice cream through advertising is essential to the complete development of the industry. W.W.Talcott. Ice Cream Trade Jour.17,no.6:49. (l)
- Special advertising to the little folks. D.J.Buckingham. Ice Cream Rev.5,no.2:16. (m)
- 1922 Advertising the fat content of ice cream. The manufacturer who stresses this feature of his product will increase sales by building consumer confidences. P.B.Bennetch. Ice Cream Trade Jour.18,no.7:63. (n)



## Advertising and Publicity (cont'd)

- 1922 Advertising will eliminate "winter slump". N.Walker. Ice Cream Field, 1,no.6:61. (a)
- The appeal of novelty in ice cream. Creamery advertises specialty into success. Printers' Ink, 118,no.1:69; Ice Cream Rev.5,no.7:30. (b)
- Appealing to imagination to sell more ice cream. C.R.Powell. Ice Cream Field, 1,no.2:34. (c)
- The best methods of advertising ice cream. F.W.Martin. Rpt.Proc.Natl. Assoc.Ice Cream Manfrs.1922:56-59; Ice Cream Rev.6,no.4:148. (d)
- [The best methods of advertising ice cream. Discussion.] A.R.Fernald. Rpt.Proc.Natl.Assoc.Ice Cream Manfrs.1922:62-64. (e)
- [The best methods of advertising ice cream. Discussion.] W.B.Morris. Rpt.Proc.Natl.Assoc.Ice Cream Manfrs.1922:59-61. (f)
- Common sense in ice cream advertising. Seven cardinal points for constructive building of a successful ice cream advertising and sales campaign discussed. A.R.Fernald. Ice Cream Trade Jour.18,no.1:69; Ice Cream Rev.5,no.9:116; Summary, Ice Cream Rev.5,no.6:104. (g)
- Facts about advertising ice cream. The degree of success attained depends upon the care and judgment used in selecting medium and advertising matter. W.Terry. Ice Cream Trade Jour.18,no.4:50. (h)
- Group advertising for ice cream manufacturers. How combined local publicity campaigns supplement individual efforts to increase business in dull season. M.Scheck. Ice Cream Trade Jour.18,no.10:65. (i)
- How winter advertising pays. J.D.Macaulay. Ice Cream Trade Jour.18,no. 10:56. (j)
- Ice cream is a real food; eat it all year. Thorough educational propaganda should be conducted to place it right with the people. M.D.Munn. Internatl.Confect.31,no.2:80. (k)
- Ice cream's best selling point is food. A.G.Keeney. Ice Cream Field, 1, no.1:63. (l)
- Ideas for increasing ice cream sales. J.Tippen. Ice Cream Field, 1,no.2: 40. (m)
- Increasing ice cream sales in winter. W.M.B.Martin. Ice Cream Rev.5, no.12:44. (n)
- Increasing ice cream sales in winter. Summary of replies to questionnaire shows winter business has been increased through advertising. W.W.Talcott. Ice Cream Trade Jour.18, no.2:73. (o)

## Advertising and Publicity (cont'd)

- 1922 Phases of ice cream advertising. B.W.Newell. Ice Cream Field,1,no.3:6; no.4:44; no.5:68; no.6:56; 2,no.1:22; 1923,no.3:60; no.6:48; 3,no.2:58.
- Introduction; Appropriations and budgets; Advertising mediums; Posters and painted boards; Newspaper; General publicity; Institutional; Special flavor campaigns; Merchandising copy; Increasing winter consumption; Features in newspaper advertising; Store display material; Successful campaigns; Organizing for campaign; Decreasing sales cost. (a)
- A plea for better planning and budgetry control of advertising. W.B. Morris. Ice Cream Trade Jour.18,no.12:73. (b)
- 72,000 embattled farmers sell ice cream. Advertising aids Dairymen's League Co-operative Association in putting on the market a new product to help consume surplus milk. J.Henle. Printers' Ink,120,no.8:33. (c)
- A small-space publicity program for ice cream. Consistent use of short, attention-getting newspaper advertisements may serve to supplement other forms of sales promotion. Ice Cream Trade Jour.18,no.8:53. (d)
- Spreading facts about ice cream. Food merits of frozen beverage lend themselves to opportunities for exploiting industry. Ice Cream Field,1,no.3:49. (e)
- Tying up dealer and consumer by advertising. A.R.Fernald. Ice Cream Trade Jour.18,no.12:74. (f)
- What are the best methods of advertising ice cream? F.N.Martin. Ice Cream Trade Jour.18,no.12:72. (g)
- 1923 Advertising. G.R.Courtright. Ice Cream Rev.6,no.9:74. (h)
- Advertising ice cream. S.O.Landry. Ice Cream Rev.6,no.6:92. (i)
- Advertising ice cream.- individually and collectively. W.D.Seale. Ice Cream Rev.7,no.2:88. (j)
- Advertising ice cream. "The psychology of advertising and its application to ice cream." W.A.Joplin. Ice Cream Rev.6,no.7:84. (k)
- Advertising ice cream to newcomers. F.V.Faulhaber. Ice Cream Field,3,no.3:41. (l)
- Advertising is increasing the per capita consumption of ice cream. A study of the progress that ice cream makers in various parts of the country are making in the use of advertising. A.Belden. Printers' Ink,123,no.8:153. (m)
- Advertising suggestion. J.J.Moore. Ice Cream Rev.6,no.6:96. (n)



## Advertising and Publicity (cont'd)

- 1923 Advertising the food value of ice cream. A.R.Ternald. Dairy Prod. Mdsq.2,no.2:19. (a)
- Convince housewife of wholesomeness of cream. Extend winter sales into the home and increased production in summer is natural result. W.B. Savell. Ice Cream Field,2,no.4:16. (b)
- Co-operative brick ice cream advertising. K.L.Hammond. Ice Cream Rev. 6,no.11:14. (c)
- Creating business for the dealers. ; Southern California ice cream manufacturers successfully blaze co-operative advertising trail. Ice Cream Rev.7,no.1:86. (d)
- Every ice cream retailer a neighborhood advertiser. [How dealers may prepare artistic circulars for neighborhood distribution with only a typewriter, stencil, duplicator and lead pencil.] L.D.Ray. Dairy Prod. Mdsq.2,no.1:39. (e)
- House organs for ice cream manufacturers. Clear understanding of the service and technique of this type of advertising essential to its successful use. Ice Cream Trade Jour.19,no.6:60. (f)
- Ice cream- a national advertising opportunity. The case for a cooperative publicity campaign by the industry, as an advertising manager sees it- objective and plan. K.W.Snell. Ice Cream Trade Jour.19,no.10:60. (g)
- Ice cream advertising planned for profit. Speakers at regional and state manufacturers' conventions discuss methods and media for profitable publicity. Ice Cream Trade Jour.19,no.1:69. (h)
- Ice cream pagents to feature spring activities. Popularity of "float" parade increasing- suggestions on "float" construction and public demonstration. Ice Cream Rev.6,no.10:8. (i)
- Intensified direct advertising. The most certain and profitable advertising for milk and ice cream. L.J.Jerrens. Dairy Prod.Mdsq.1,no.4:31. (j)
- Making ice cream bricks sell faster. A.G.Keeney. Ice Cream Field,2,no.5:42. (k)
- Making pictures sell ice cream. [How the artist plays an important part in the merchandising of ice cream. A discussion of the value and limitations of art work in advertising.] H.A.Leland. Dairy Prod.Mdsq.2, no.1:47. (l)

## Advertising and Publicity (cont'd)

- 1923 Mother Goose becomes ice cream saleslady. R.McDaniel. Ice Cream Field, 3,no.2:52.

Use of Mother Goose characters and rhymes as theme for series of advertisements. (a)

- Newspaper advertising- does it pay? A.R.Fernald. Dairy Prod.Mdsg.1,no.5:26. (b)

- Other men discuss ice cream advertising. F.H.Williams. Ice Cream Field, 3,no.3:40. (c)

Picture contests offer publicity opportunities. Chance to work with dealers,make friends among consumers,boost ice cream sales and obtain valuable advertising material. Ice Cream Trade Jour.19,no.7:53. (d)

Profitable billboards. Ice cream manufacturers should capitalize local conditions. M.D.Anderson. Ice Cream Rev.7,no.4:64. (e)

Propaganda in the ice cream industry. J.J.Schmidt. Ice Cream Rev.6,no.9:28. (f)

Selfish publicity destroys public confidence in ice cream. L.M.Dorsey. Dairy Prod.Mdsg.1,no.6:22. (g)

The ways and means of advertising ice cream. Survey shows how manufacturers fix appropriations,select selling points,lay out programs and get dealer-cooperation. Ice Cream Trade Jour.19,no.7:41. (h)

- 1924 Advertising ideas promote ice cream sales. L.N.Elliott. Ice Cream Field,5,no.5:52. (i)

Advertising that popularizes one manufacturer's product. F.V.Faulhaber. Ice Cream Field,5,no.1:24. (j)

Advertising the food value of ice cream. L.M.Dorsey. Dairy Prod.Mdsg.3,no.1:22. (k)

Advertising- the motive power of ice cream sales. Ice cream manufacturers and specialists tell how to put this power to work in the effort to make increased production possible. Ice Cream Trade Jour.20,no.6:69. (l)

The advertising value of a slogan. R.E.Walz. Rpt.Proc.Natl.Assoc.Ice Cream Manfrs.1924:89-93. (m)

Broadcasts a complete program for ice cream. Manufacturer tells of results from use of regular schedule of radio publicity providing musical entertainment. Ice Cream Trade Jour.20,no.5:67. (n)



## Advertising and Publicity (cont'd)

- 1924 The case for a national advertising campaign. Presents possibilities of cooperative plan to increase ice cream consumption. W.A. Schwindeler. Ice Cream Trade Jour.20,no.11:67. (a)
- Cloverleaf stunt brought city to its knees. [A unique publicity idea.] J.T.Bartlett. Dairy Prod.Mdsg.3,no.3:35. (b)
- Cooperative advertising that has sold food products. R.McDaniel. Ice Cream Field,5,no.5:46. (c)
- Distribute that advertising display material, but do it judiciously to get best results- two practical tested plans that win hearty dealer cooperation. B.Rucker. Dairy Prod.Mdsg.2,no.3:11. (d)
- Does billboard advertising pay? W.H.Holmes. Ice Cream Field,4,no.5:16. (e)
- Does billboard advertising pay? Billboards are one of 11 next best ways to actual display of ice cream. W.A.McDonald. Ice Cream Rev.8,no.3:20; Ice Cream Trade Jour.20,no.3:55. (f)
- Food value best appeal in ice cream advertising. J.M.Fuller. Dairy Prod.Mdsg.2,no.5:11. (g)
- Has the ice cream industry an advertising opportunity. C.C.Parlin. Rpt. Proc.Natl.Assoc.Ice Cream Manfrs.1924:107-115. (h)
- How one dealer educated a town to eat ice cream. Former drug clerk builds his own business from a "standing start" to a sales maximum of 100 gallons a day in one summer. Dairy Prod.Mdsg.2,no.3:21. (i)
- Little Rock specialist analyzes ice cream advertising. S.W.Brooks. Ice Cream Field,5,no.1:25. (j)
- Maintaining prices in face of a destructive "war". [A Texas manufacturer wins by an educational campaign.] W.T.Owen. Dairy Prod.Mdsg.3,no.6:33. (k)
- Making dealer "display helps" efficient. E.A.Dench. Dairy Prod.Mdsg.3,no.3:13. (l)
- Merchandising that increased gallonage 190 per cent. Advertising and sales methods which made company successful. C.F.Sisco. Dairy Prod.Mdsg.3,no.2:19. (m)
- Methods used by ice cream companies to develop rural business. Canvass shows how and why country's business is diminishing. Ice Cream Rev.8,no.3:10. (n)
- National ice cream slogan selected. "Serve it- and you please all" is winning slogan in contest covering civilized globe and attracting 110,000 entries. Ice Cream Rev.8,no.4:10. (o)

## Advertising and Publicity (cont'd)

- 1924 Presentation of plan and development of interest for national advertising. F.W.Gentleman. Rpt.Proc.Natl.Assoc.Ice Cream Manfrs.1924:103-107; Ice Cream Field,7,no.6:34. (a)
- Putting over ice cream week in Georgia. Company follows well-studied plan in staging quality educational campaigns. Ice Cream Rev.8,no.1:86. (b)
- Putting the story of ice cream on the radio. What manufacturers have done and can do to reach the consumer by broadcasting talks on their industry and its product. Ice Cream Trade Jour.20,no.1:41. (c)
- Putting your ice cream in their minds. Local newspaper items often suggest likely users and boosters for your product. R.S.Merrill. Ice Cream Field,4,no.6:88. (d)
- Results achieved through co-operative efforts in advertising. G.W.Kenison. Rpt.Proc.Natl.Assoc.Ice Cream Manfrs.1924:116-118. (e)
- Sales and advertising plan for ice cream. N.C.Tompkins. In his The sale and advertising of dairy products. p.11-43. Milwaukee:The Olsen Pub. Co. Abstract,Expt.Sta.Rec.51:179. (f)
- "Serve it- and you please all" is ice cream slogan. Ice Cream Trade Jour.20,no.11:41. (g)
- Shall we publish our ice cream formulas? Education of public to knowledge of true ingredients of good ice cream urged as a way to increased business. J.W.Strigle. Dairy Prod.Mdsg.2,no.3:17. (h)
- Speeding up winter ice cream sales. J.A.Y.Hardy. Canad.Dairy and Ice Cream Jour.2,no.10:16. (i)
- Standardized publicity or standardized ice cream- which? H.H.McIntyre. Dairy Prod.Mdsg.3,no.3:24. (j)
- Story of Grand Rapids' cooperative campaign. Joint publicity plan of ice cream manufacturers which has attracted industry's attention explained in detail. W.H.Holmes. Ice Cream Trade Jour.20,no.6:51. (k)
- Taking to the air to sell more ice cream. People who pay little attention to newspaper advertisements are beginning to pick up interesting bits of knowledge concerning ice cream as a food, its sanitary manufacture, and its convenience to housewives. Radio and aeroplane utilized. Ice Cream Rev.7,no.8:10. (l)
- Two manufacturers put ice cream on the radio. Ice Cream Trade Jour.20, no.3:67. (m)



## Advertising and Publicity (cont'd)

- 1924 What advertising means to the industry. Consider function first- then trimming; advertising is a real production machine; it produces results. S.W.Brooks. Ice Cream Field, 4, no. 3: 33. (a)
- What does "Main Street" think about ice cream? Its criticisms, today often valueless, because based on ignorance, can be guided by sound publicity measures of manufacturers. A.P.Sy. Ice Cream Trade Jour. 20, no. 11: 65. (b)
- What kind of "ads" do women read? There's a right way and a wrong way to present your message about ice cream. V.Caldwell. Dairy Prod. Mds. 3, no. 1: 31. (c)
- Why ice cream is not competing with soft drinks. W.W.Campbell. Ice Cream Rev. 7, no. 11: 12. (d)
- Why one advertising manager likes posters. Analyzes the appeal of this type of publicity as a weapon in the ice cream plant's sales armament. M.D.Allen. Ice Cream Trade Jour. 20, no. 12: 69. (e)
- 1925 Advertising- the opportunity before each plant and before the ice cream industry. K.W.Snell. Ice Cream Trade Jour. 21, no. 4: 63. (f)
- A campaign that sold ice cream in the winter time. Sales Mngt. 9: 181. (g)
- Childs advertises ice cream industry. Newspaper copy of restaurant telling public about ice cream in general without specifying its own brand attracts attention of manufacturers- publicity reaches nearly four million. Ice Cream Trade Jour. 21, no. 9: 45. (h)
- Educational publicity and the ice cream industry. F.Rasmussen. Creamery and Milk Plant Mo. 14, no. 6: 90; Dairy Prod. Mds. 5, no. 2: 13; Ice Cream Rev. 8, no. 11: 14; Ice Cream Field, 7, no. 2: 42. With omissions, Dairy World, 4, no. 1: 19. (i)
- Educational publicity strongly endorsed. Ice cream manufacturers at Waldenwoods vote unanimously in favor of proposed cooperative campaign to increase consumption of ice cream- will be conducted under direction of executive committee. Ice Cream Trade Jour. 21, no. 6: 52. (j)
- \$8000 a year for advertising in a small city. R.McDaniel. Dairy Prod. Mds. 5, no. 4: 37. (k)
- Filling the valleys of lower production. Production gaps of poor seasons can be filled by national association's educational campaign. F.Rasmussen. Ice Cream Rev. 9, no. 2: 48; Ice Cream Trade Jour. 21, no. 8: 43; Creamery and Milk Plant Mo. 14, no. 9: 94; Ice Cream Field, 7, no. 5: 40; Dairy Prod. Mds. 5, no. 5: 37. (l)

## Advertising and Publicity (cont'd)

- 1925 Getting the cart before the horse. A standardized product is the first essential to a successful national ice cream advertising campaign. C.B.Mills. Dairy Prod.Mdsg.5,no.2:36. (a)
- Ice cream's adventures in newsprint. How much and what kind of information are the daily newspapers getting about this industry's product and passing on to the public? A neglected opportunity in educational publicity. Ice Cream Trade Jour.21,no.12:41. (b)
- Illustration,copy and color,the three cardinal principles of ice cream advertising. K.W.Snell. Dairy Prod.Mdsg.5,no.6:39. (c)
- Making ice cream advertising pay by using correct methods. "Untraceable results" usually an alibi for ineffective mediums or poor practice. A.R.Fernald. Dairy Prod.Mdsg.4,no.5:19. (d)
- "Mystery brick" ice cream contests. Dairy World,4,no.3:45. (e)
- Plant location is first step toward getting public's interest. Value of institutional advertising stressed at Pacific convention. A.A.Comey. Ice Cream Rev.8,no.6:40. (f)
- Publicity for ice cream. Nation-wide campaign is planned to "get over" to Mr.Average Citizen the value of ice cream as a food- retailer will cooperate directly with manufacturer who serves him. F.Rasmussen. Candy & Soda Profits,6,no.11:10. (g)
- Putting the dealer into the picture. How a mid-west ice cream manufacturer secured dealer cooperation and a 300 percent increase in package ice cream sales. H.A.White. Ice Cream Field,7,no.6:21. (h)
- Selling the housewife on ice cream. E.J.Sheridan. Rpt.Proc.Natl.Assoc. Ice Cream Manfrs.1925:94-96; Ice Cream Field,1926,8,no.5:110; Creamery and Milk Plant Mo.1926,15,no.8:91; Dairy Prod.Mdsg.1926,6,no.3:30. Excerpts.Ice Cream Trade Jour.1925,21,no.11:73; Cold Storage and Prod. Rev.,London,1925,28:527. (i)
- Slogans for ice cream. Milk Indus.,London,6,no.5:113. (j)
- Some points in advertising ice cream. L.E.Lane. Milk Indus.,London 5, no.10:93. (k)
- When "It's ice cream week in Ohio". Manufacturers bring barrage of co-operative advertising to bear on the buckeye appetite and get results-how the campaign was laid out in detail through the state association. W.B.Morris. Ice Cream Trade Jour.21,no.6:63. (l)



## Advertising and Publicity (cont'd)

- 1925 Why not advertise your dealers? [Iowa firm devoted a liberal amount of their advertising space to advertising the dealer through whose store the product is sold.] *Printers' Ink*, 133, no. 7: 125. (a)
- 1926 Advertising and retail sales service. J.E. Finneran. *Rpt. Proc. Natl. Assoc. Ice Cream Manfrs.* 1926: 63-68; *Creamery and Milk Plant Mo.* 15, no. 12: 113. (b)
- Advertising builds *Fortune's* of Memphis. A.W. Roe. *Dairy Prod. Mdsg.* 7, no. 5: 28. (c)
- Advertising ice-cream. Ice-cream a group of highly nutritive foods- a few facts for increasing sales. *Ice and Cold Storage*, London, 29: 138, 166. (d)
- Advertising on a system. For real effectiveness, point-of-purchase advertising must be thoroughly systematized and carried through on a definite schedule- how a Tennessee firm does it. L.J. Wilhoite. *Ice Cream Trade Jour.* 22, no. 9: 52. (e)
- An advertising recipe offered at Oakland. A.A. Comey. *Ice Cream Trade Jour.* 22, no. 12: 66. (f)
- Amerikanische Eiskrem-Propaganda in den Jahren 1925 und 1926. B. Lichtenberger. *Ztschr. Eiskrem*, 2: 54-55. (g)
- Building good-will by publicity. T.B. Niles. *Rpt. Proc. Natl. Assoc. Ice Cream Manfrs.* 1926: 60-63; *Ice Cream Field*, 10, no. 1: 7. (h)
- Building sales volume by local advertising. F.L. Foster. *Ice Cream Field*, 8, no. 5: 54. (i)
- Chicago dealers advertise food value of ice cream. *Dairy Prod. Mdsg.* 6, no. 5: 26. (j)
- Clever Thanksgiving ice cream advertisements. *Dairy Prod. Mdsg.* 8, no. 1: 21 (k)
- "Eat-it-in-winter" campaign successful. South Carolina ice cream firm receives encouraging response from advertisements in local newspapers- avoids reference to cold. *Ice Cream Field*, 8, no. 5: 118. (l)
- Editors can be educated and they are the ones who have practically everything to say about ice cream publicity- they are worth cultivating. M. Savell. *Ice Cream Field*, 9, no. 2: 39. (m)
- Educational publicity plan adopted [by committees of the national association]. *Dairy Prod. Mdsg.* 6, no. 6: 42. (n)
- Financing the educational publicity program. F. Rasmussen. *Rpt. Proc. Natl. Assoc. Ice Cream Manfrs.* 1926: 58-60. (o)

## Advertising and Publicity (cont'd)

- 1926 Former presidents urge support. Point out advantages of national advertising. V.F.Hovey and C.G.Morris. Ice Cream Field,9,no.2:52. (a)
- Getting the ice cream trade. W.B.Stoddard. Northwest.Confect.11,no.1:24. (b)
- Hage's puts San Diego "ice cream wise". Dealers and nearly 1,000 children enlisted in big campaign. J.R.Donaghue. Dairy Prod.Mdsg.7,no.4:15. (c)
- Housewives of Winnipeg respond very favorably in special ice cream week. V.Danton. Canad.Dairy and Ice Cream Jour.5,no.10:16. (d)
- How Detroit creamery advertises. A policy of systematically reminding people of ice cream now and again and all the time in a way that gets attention and arouses desire accounts for a notable sales success. J.A.Pfeifer. Ice Cream Trade Jour.22,no.10:11. (e)
- How is an ice cream best advertised? Wide difference of opinion and experience among makers. E.J.Clary. Dairy Prod.Mdsg.8,no.2:43. (f)
- How national advertising helped paint industry. Business manager of campaign,who is also helping put across campaign to increase ice cream consumption,tells about plan to triple paint industry by 1931. A.M. East. Ice Cream Field,9,no.2:42. (g)
- How the educational publicity program has been developed. G.W.Kenison. Rpt.Proc.Natl.Assoc.Ice Cream Makers.1926:54-58. (h)
- An ice cream calendar to stimulate the whole year's sales. U.W.Wilcox. Dairy Prod.Mdsg.8,no.1:42. (i)
- Ice cream company seeks art. W.H.Parker. Dairy Prod.Mdsg.6,no.4:16. (j)
- Ice cream's campaign today. A report on what cooperative educational publicity to tell the truth about the industry and its product has accomplished to date and what it promises to accomplish for the investor. T.B.Niles. Ice Cream Trade Jour.22,no.10:26. (k)
- Ideas in ice cream advertising signatures. J.T.Bartlett. Dairy Prod.Mdsg.6,no.4:28. (l)
- Live wire merchandising stunts places ice cream in 2,500 stores. H.P.Hood & Sons feature "Hoodsies" and week-end specials. J.T.Brooks. Dairy World,5,no.2:9. (m)
- Local tie-up with national advertising. How ice cream manufacturers in their own communities can get the fullest possible benefit from the association's publicity program. J.E.Finneran. Ice Cream Field,9,no.3:106. (n)



## Advertising and Publicity (cont'd)

- 1926 Manufacturers get advertisement reprints. Research council adopts emblem enabling contributors to advertising fund to tie up locally and obtain greater benefits. Ice Cream Field, 9, no. 4: 76. (a)

The national educational publicity plan to increase the consumption of ice cream is now under way. 4 p. Natl. Assoc. Ice Cream Manfrs. Bul. 32. (b)

National publicity endorsed at Waldenwoods. Unanimous action gives assurance that advertising will be extended three years longer, affording promise of great future for the industry, Ice Cream Field, 9, no. 2: 16. (c)

Our opportunity calls for action. V.F. Hovey. Rpt. Proc. Natl. Assoc. Ice Cream Manfrs. 1926: 68-70. (d)

Publicity- cooperative and otherwise. How ice cream manufacturers, individually and in concert, can employ this force to command public attention and increase sales- definite suggestions for a definite program. A.A. Comey. Ice Cream Trade Jour. 22, no. 1: 57. With slight additions, Ice Cream Field, 9, no. 1: 47. (e)

The radio as an advertising medium. H. McDonald. Rpt. Proc. Natl. Assoc. Ice Cream Manfrs. 1926: 93. (f)

Selling Chicago's ice cream industry. C.B. Gaines. Dairy Prod. Mds. 7, no. 4: 23. (g)

Selling ice cream with a slogan. To feature the national slogan is not enough, if ice cream manufacturers are to make the most of slogan advertising possibilities. R. McDaniel. Dairy Prod. Mds. 7, no. 2: 42. (h)

The spice of variety [in displaying merchandise]. L.S. Graham. Dairy Prod. Mds. 7, no. 3: 19. (i)

Thirty million ice cream messages. Cooperative national publicity program will teach America that ice cream is a health food. Ice Cream Field, 9, no. 2: 46. (j)

The value of institutional advertising. P.L. Neville. Ice Cream Trade Jour. 22, no. 9: 67. (k)

What research council has accomplished. Three full-color advertisements already have appeared in leading magazines, and others are in hands of publishers; unfavorable publicity combated. Ice Cream Field, 9, no. 6: 42. (l)

Advertising and Publicity - Window Displays

- 1913 How to dress windows for ice cream. Ice Cream Trade Jour.9,no.7:32. (a)
- 1917 Advertising through the dealer's windows. Suggestions for local store displays which have been found profitable as business stimulators. R.W.Johnson. Ice Cream Trade Jour.18,no.1:23 (b)
- 1922 Making the show window sell things. Internatl.Confect.31,no.7:75. (c)
- 1923 Boosting ice cream sales in Indian summer. What an advertising man and window display specialist thinks of the possibilities for making ice cream an all-year food. G.A.Smith. Dairy Prod.Mdsg.1,no.6:39. (d)
- Getting the druggist's window for your ice cream. J.W.T.Knox. Dairy Prod. Mdsg.1,no.2:35. (e)
- The selling power of the window display. How two big drug firms applied the art of the window trimmer to the merchandising of ice cream with phenomenal results. W.E.Mair. Dairy Prod.Mdsg.2,no.2:20. (f)
- What makes a window sell ice cream. J.W.T.Knox. Dairy Prod.Mdsg.1,no.3:9. (g)
- Window trims that can be arranged by the dealer at small cost. Ice Cream Rev.6,no.8:122. (h)
- 1924 Building sales territories with window displays. W.E.Mair. Dairy Prod. Mdsg.2,no.4:17. (i)
- Imitation ice cream for windows. Candy and Ice Cream Retailer,35,no.8:24. (j)
- Securing maximum results from window displays. Simplicity of arrangement concentration of effect, universality of appeal and fairness to dealer are first requirements. M.D.Allen. Ice Cream Trade Jour.20,no.8:52. (k)
- Staging a winter ice cream window display contest. E.A.Dench. Dairy Prod.Mdsg.4,no.2:25. (l)
- Trimming the ice cream show window. Simple displays every manufacturer can make to increase his retail dealers' business and get greater volume for himself. P.H.Bartsch. Dairy Prod.Mdsg.2,no.6:35. (m)
- Value of ice cream windows. Results of display tests in the average small stores. H.E.Cooke. Ice Cream Rev.7,no.12:22. (n)
- 1925 Dime-store merchandising campaign is success. Ice cream sales are increased in Woolworth store by window display prepared by Carpenter Ice Cream Co., St. Louis. Ice Cream Rev.9,no.4:126. (o)
- How to make crepe paper tubes. Ice Cream Rev.9,no.3:108. (p)



Advertising and Publicity - Window Displays (cont'd)

- 1925 How to prepare ice cream windows. Ice Cream Rev.9,no.2:20. (a)
- How to prepare ice cream windows. Windows should not be crowded and should be fresh and clean to give best impression and attract interest. Ice Cream Rev.9,no.1:106. (b)
- How to train salesmen to prepare ice cream window displays. Some important hints from a man who is doing noteworthy ice cream merchandising work in the East. K.B.Mory. Ice Cream Rev.8,no.11:8. (c)
- Rosettes in the ice cream window. W.H.Leahy. Ice Cream Rev.9,no.5:70. (d)
- Sho -window merchandising. How sixty per cent of a southern manufacturer's dealers were induced to feature ice cream in place-of-sales publicity. L.J.Wilhoite. Ice Cream Rev.9,no.1:8. (e)
- Some light on the ice cream window. Timely helps for salesman and dealer on how to get the best results from the use of light and color in illuminating displays built to remind customers of product's year 'round appeal. R.G.Newell. Ice Cream Trade Jour.21,no.9:53. (f)
- 1926 How Horton is advertising. An analysis of methods used by New York ice cream manufacturer to reach consumer and dealer with effective publicity-billboards, car cards and window displays leaders. Ice Cream Trade Jour. 22,no.9:41. (g)
- Making the dealers' windows pay profits. R.L.Barie. Dairy Prod.Mdsg.7, no.5:44. (h)
- Window displays that sell ice cream. Ice Cream Trade Jour.22,no.2:41. (i)

- Abbott, J.S., Definitions and standards, 247a, 248L; Food value, 188a; Raw material, 73e.
- Abel, W.P., Stabilizers, 92i.
- Ackland, R.E., Marketing, 202d.
- Adkins, W.S., Novelties, 163d.
- Alberts, R.A., Gelatin, 94a.
- Alexander, I.R., Marketing, 212e.
- Alexander, J., Food value, 190i; Gelatin, 94b, 94d, 94f, 94h, 94i, 94j, 94L, 95h, 100i; Texture, 152b, 152c, 152d, 153a, 154g.
- Alfonsus, A., Manufacture (general), 68g.
- Allaben, C.S., Poisoning, 196i.
- Allen, B.M., Trucks, 233g.
- Allen, M.D., Advertising, 262e; Catering department, 60c; Trade literature, 17L; Window displays, 267k.
- Allyn, A.W., Farmer's ice cream trade, 59i.
- Alsberg, C.L., Bacteria, 181j, 182a; Stabilizers, 91L; Standards, 248d.
- Amacker, J.R., Homogenization, 121b, 121h.
- Ambrose, A.S., Acid content, 120c, 120h; Bacteria, 184c; Carbonation, 135i; Composition, 103j, 104b; Eggs, 102c, 102f; Gelatin, 100e, 101e; Homogenization, 124e, 125d; Milk solids, 78d, 78f, 82b; Overrun, 141d, 142j; Quality, 146g, 149a, 149b, 149i, 151e; Texture, 154h.
- American, An, Ice cream and cakes, 61d (book).
- Ames, F.H., Advertising, 255d.
- Anderson, A.J., Manufacture and storage, 61c.
- Anderson, B.J., Food value, 191d.
- Anderson, J.F., Epidemics, 199L.
- Anderson, M.D., Advertising, 259e.
- Armstrong, F., Advertising, 254m.
- Aschman, F.T., Food sanitation, 38L.
- Ashburn, H.C., Ice cream means ice cream, 103b.
- Atcheson, H.S., Weight, 243L.
- Atkins, E.J., Accounting, 52m.
- Auto Vacuum Freezer Co., Inc., Formulas, 107n.
- Ayers, H.J., Can filling, 27m; Plant operation, 43b.
- Ayers, J.S., Evolution of industry, 1j.
- Ayers, S.H., Bacteria, 181g, 182b, 182g, 183a; Sugar, 83e.
- Babbitt, E.G., Industry in Tokyo, 4n.
- Baer, A.C., Manufacture (general), 64f, 64h, 67b, 70i (book); Analysis, 174g; Churning of mix, 157e; Condensed milk, 80m; Emulsification, 122c, 122d, 122i; Industry in Okla., 4m; Industry in the South, 5f; Malt extract powder, 90i; Milk powder, 80i; Overrun, 139b; Pasteurization, 117g; Preparation of mix, 116c; Score card, 252g, 252h; Stabilizers, 93f, 93i; Sugar, 83L; Total solids, 77c, 77e.
- Bahlman, C., Bacteria, 181i.
- Bailey, E.H.S., Analysis, 171h; Standards, 245k.
- Bailey, E.M., Standards, 249k.
- Baird, H.S., Quality, 146a, 173d.
- Baird, R.O., Gelatin, 97b.
- Baker, E.S., Trucks, 235L.
- Baldoni, A., Poisoning, 199b.
- Ball, F.E., Industry in Colo., 7f.
- Ball, G.I., Analysis, 177a.
- Barber, M.I., Freezing, 133c.
- Barie, R.L., Window displays, 268h.
- Barker, P.L., Advertising, 254i, 255c; Quality, 145k.
- Barnard, H.E., Factory scoring, 40f; Food value, 188c; Poisoning, 200f.
- Barnett, S.R., Homogenization, 121k.
- Barney, W.B., Food value, 188j; Sanitation, 40c; Standardization, 109a; Standards, 248a.
- Barras, W.G., Epidemics, 198m.
- Barritt, W.J., Marketing, 204k, 207a; Sandiness, 160f.
- Bartlett, J.T., Advertising, 260b, 265L; Marketing, 207h.
- Bartsch, P.H., Window displays, 267m.
- Bates, G., Refrigeration, 28j.
- Beach, W.V., Brick ice cream, 220d.
- Beaudry, A., Accounting, 45b.
- Beck, P.B., Accounting, 51e, 52j, 53b, 53f, 53g, 54a.
- Becki, L.J., Marketing, 203d.
- Beckler, E.A., Bacteria, 180i.
- Beckman, F.W., Bacteria, 180L.
- Beers, R.C., Analysis, 172a.
- Behla, R., Epidemics, 198h.
- Bein, G.F., Refrigeration, 33g.
- Belden, A., Advertising, 257m.
- Bele, F., Quality, 151a; Sugar, 85d, 85j.
- Bell, W.M., Manufacture (general), 66e (book).



- Bendfelt, W.H., Cabinets, 240L, 241h.  
 Bendixen, H.A., Body and texture, 154d;  
   Classification, 108L; Composition;  
   104d; Flavor, 155i; Formulas, 107g;  
   Gelatin, 10ld; Homogenization, 124h;  
   Neutralization, 120e; Overrun, 141h;  
   Preparation of mix, 116j, 116L; Re-  
   search, 170m; Standardization, 113i;  
   Viscosity, 129c.  
 Benkendorf, G.H., Analysis, 173L, 174h,  
   174j, 174m; Overrun, 137d, 137i.  
 Bennetch, P.B., Advertising, 255n.  
 Bennett, J.H., Computing cost, 45L.  
 Berath, F., Advertising, 254a.  
 Berliner, E., Milk laws for D.C., 9g.  
 Bernstein, H.S., Epidemics, 200i.  
 Bertrand, E., Empties, 227k; Formulas,  
   106i.  
 Best, L.E., Factory management, 42h.  
 Beuick, M.D., Accounting, 53c.  
 Bierman, H.R., Dipping, 162c, 162d, 162f,  
   162h; Overrun, 142e.  
 Bishop, J.L., Homogenization, 121j.  
 Bishop, W., Eskimo pies, 166j.  
 Blair, H.M., Formulas, 105d.  
 Blair, T.S., Sanitation, 41c, 41h.  
 Bleecker, W.L., Germicides, 185c.  
 Bletzer, L.A., Accounting, 49b, 228j;  
   Empties, 228j.  
 Blink, G.J., Industry in America, 19a.  
 Blommer, C., Cabinets, 238j.  
 Blommer, G., Cabinets, 242b.  
 Boedeker, G.L., Accounting, 54c; Cab-  
   inets, 238d, 239h.  
 Bogue, R.H., Gelatin, 96h.  
 Bolitho, T.J., Accounting, 49d, 51e, 52b.  
 Bolten, J., Bacteria, 183e; Epidemics,  
   200i.  
 Bonner, J.M., Marketing, 209j; Ser-  
   vice charges, 231b.  
 Booker, J.P., Invert sugar, 82g, 83c.  
 Boon, S.J., Manufacture (general), 70g.  
 Borland, A.A., Education, 17c.  
 Borst, W.F., Vanilla flavoring, 90c.  
 Bote, G.S., Bacteria, 183f.  
 Bothell, F.H., Ice cream and dairying,  
   18i; Milk plant side line, 59j;  
   Sandiness, 158h, 159e.  
 Bourgoin, L., Manufacture (general), 68h.  
 Boyden, H.C., Concrete factory construc-  
   tion, 23a.  
 Bradbury, C.M., Analysis, 173f.  
 Bradley, A., Formulas, 106o, 107e; Spec-  
   ialties, 163h.  
 Bradley, B., Bacteria, 130e.  
 Brainerd, W.K., Smoothness and keeping  
   qualities, 152g.  
 Brannon, J.M., Bacteria, 184c, 186h, 186i,  
   187d, 201f; Carbonation, 135i, 136g;  
   Gelatin, 99f, 99g.  
 Braum, E., Formulas, 104L.  
 Braungart, G., Refrigeration, 33e, 33j.  
 Brawner, J.D., Accounting, 53d, 54h.  
 Bridges, F.J., Cabinets, 236k; Delivery,  
   223h, 224f; Education, 16h; Trucks,  
   232j.  
 Brigham, E.S., Marketing, 206k.  
 Brink, G.M., Cabinets, 240i, 241k; Dipping,  
   161e; Overrun, 140c; Weight, 244c.  
 Broers, C.W., Poisoning, 201d.  
 Bromley, W.D., Dipping, 162d, 162f; Over-  
   run, 142e.  
 Brooks, J.T., Advertising, 265m.  
 Brooks, S.W., Advertising, 260j, 262a.  
 Brown, B., Accounting, 52L, 54a.  
 Brown, L.P., Sanitation, 40b.  
 Brown, R.W., Overrun, 137b, Quality, 145j.  
 Brownell, W.M., Invert sugar, 82f.  
 Buchan, G.F., Bacteria, 180f.  
 Buckingham, D.J., Advertising, 255m.  
 Bundesen, H.N., Food control, 186e; Food  
   value, 192c, 194d; Sanitation, 41j.  
 Burberg, W., Analysis, 173h.  
 Burg, B.v.d., Manufacture (general), 70a.  
 Burgess, G.K., Weight, 245b.  
 Burke, A.D., Manufacture (general), 66d,  
   70i (book); Analysis, 176i; Develop-  
   ment of industry, 5n; Freezers, 26g;  
   Freezing, 133L; Gelatin, 96c, 96g, 96k,  
   97g, 97k, 97L, 99b, 101b; Statistics, 13e,  
   13k.  
 Burnap, W.J., Delivery, 222i; Iceless  
   fountains, 236c.  
 Burroughs, W.S., Delivery, 221n.  
 Burt, E.A., Accounting, 48k, 49g, 50k, 52f.  
 Burt, G.W., Milk powder as side line, 60d.  
 Busey, S.C., Poisoning, 197i.  
 Bushway, J.H., Marketing, 212a.  
 Buzzell, F.M., History and development  
   of industry, 1f.  
 Cadwallader, J.M., Standardization, 109e.  
 Caldwell, V., Advertising, 262c.  
 Campbell, C.S., Ice plant side line, 58L.

- Campbell, G.R., Composition, 103f; Palatability, 146j.
- Campbell, H.G., Formulas, 108f.
- Campbell, H.H., Fruit flavoring, 89k.
- Campbell, J., Sweetmeat of future, 2m.
- Campbell, W.G., Standards, 250b.
- Campbell, W.W., Advertising, 262d; Empties, 228i.
- Capper, A., Industry, 19g.
- Cargile, C.H., Food value, 187g, 189i.
- Carithers, D.J., Mechanical problems, 21e; Standards, 251e.
- Carlin, W.J., Cabinets, 240c; Legislation, 10d, 10e, 10f; Sanitation, 39e; Standards, 247c, 247d, 247e, 247i.
- Carpenter, E.L., Accounting, 54a.
- Carpenter, M.R., Defrosting of coils, 31d.
- Carver, K.L., Advertising, 255j; Marketing, 210k, 210L; Packages, 217k, 219g.
- Carver, S.A.W., Weight, 243j.
- Caspari, C., Legislation, 10i.
- Caulfield, W.J., Freezing, 135c; Freezing temperatures, 131f, 131h; Overrun, 142f.
- Cazeneuve, P., Poisoning, 201o, 202a.
- Cecil, G., Industry in France, 3L; Industry in Malaysia, 7j.
- Chandler, S.A., Marketing, 204c.
- Chandler & Co., Statistics, 16a.
- Chapin, A.A., Factory equipment, 24b.
- Chapin, C.V., Epidemics, 199j.
- Chapman, W.H., Costs of manufacture, 44d; Creamery side line, 58h; Factory equipment, 24f.
- Chase, F.D., Factory construction, 23c.
- Cherry, J.G., Co., Gelatin, 95m.
- Child, C.G., Definitions, 248e.
- Christian, C.F., Delivery, 226b.
- Claitor, J.O., Composition, 103i.
- Clary, E.J., Advertising, 265f; Delivery, 227a; Trucks, 235j, 235m.
- Clausen, F.C., Service charges, 230g.
- Clausen, F.H., Service charges, 230j. 230L.
- Clayton, W., Colloids, 92f.
- Clutter, J.A., Education, 16j; Overrun, 142c; Quality, 150d.
- Cobleigh, W.M., Analysis, 173k.
- Cochran, H., Refrigeration, 29k.
- Cohen, S.A., Food value, 194g.
- Collingridge, W., Poisoning, 198i.
- Collins, H.A., Standardization, 112i.
- Collis, G.T., Manufacture (general), 71a.
- Colman, A., Freezing, 133c.
- Combs, W.B., Acid content, 119e, 119i; Bacteria, 185L; Gelatin, 99i, 101f; Melting, 156d, 156g; Pasteurization, 118e; Quality, 147c, 148f, 151a; Standardization, 111j, 113c; Sugar, 85d, 85j; Vanilla flavoring, 90c; Viscosity, 123i; Viscosity 128b, 128g.
- Comey, A.A., Advertising, 263f, 264f, 266e; Marketing, 211b; Sanitation, 41i.
- Comey, G.M., Trucks, 234a.
- Comiskey, M.W., Empties, 229b.
- Congdon, L.A., Analysis, 173i.
- Conn, H.J., Bacteria, 185j.
- Conn, H.W., Bacteria, 185j; Poisoning, 199d.
- Conway, F.B., Mousses, 168i.
- Cook, E.C., Prices, 213b.
- Cook, H.A., Factory lighting system, 27e.
- Cooke, H.E., Window displays, 267n.
- Coombes, P., Manufacture (general), 72f; Creamery side line, 60e; Marketing, 211e; Plant management, 43f; Preparation of mix, 116h; Sandiness, 160g; Scoring, 253f.
- Cooper, W.H., Bacteria, 181f.
- Copeman, S.M., Epidemics, 199m.
- Corbin, J.C., Refrigeration, 32m.
- Cornell, R.H., Advertising, 255b.
- Corning, L.A., Cones, 165i.
- Corr, J.P., Gelatin, 100h.
- Courteney, E.D., Overrun, 139c; Standardization, 111a.
- Courtright, G.R., Advertising, 257h.
- Cowan, G.P., Cabinets, 238L, 238m, 239k, 240f.
- Crane, R., Benefits of dairyman, 75a; Cost of manufacture, 44k; Refrigeration, 29h.
- Cromley, R.H., Bacteria, 184j; Gelatin, 95i; What ice cream means, 103k.
- Crook, R.H., Accounting, 48i, 50c.
- Crosby, M.J., Manufacture (general) 66i, 67f; Sherbets, 164e.
- Cross, J.A., Defects, 157f; Overrun, 138d; Standardization, 111b; Vacuum pan, 115b, 115e.
- Crouse, J.R., Marketing, 209b.
- Crowley, P.W., Creamery side line, 58f.
- Cruess, W.V., Fruit flavoring, 89g, 89h, 89i, 89j.
- Culliton, E.C., Ice storage, 32n.



- Cumming, J. G., Epidemics, 200j.  
 Cunningham, A. D., Factory equipment, 24i; Packages, 217m; Packing, 221b.  
 Cunningham, A. L., Poisoning, 196p.  
 Cunningham, J. T., Gelatin, 96b; Manufacture and handling, 18c; Packing, 220j, 221e; Standards, 249g.  
 Cunningham, O. C., Manufacture (general), 65g; Analysis, 173e.  
 Curtis, F. W., Manufacture (general), 19j.  
 Cuscaden, H., Cooperation, 18n, 56e.  
 Cutler, M. E., Freezers, 26f.  
 Cutler, T. D., Advertising, 254k; Development of industry, 3b; History of industry, 2b; Milk solids, 76i; Overrun, 138f, 133j; Power, 36i, 37a; Quality, 146b; Refrigeration, 31m; Standardization, 112d; Standards, 246i, 246L; Sugar, 82h.  
 Cutler, W. P., Corn sirup and sugar, 83i, 83j, 84a; Food value, 189b, 189h.  
 Dahlberg, A. C., Air cells, 140h; Chocolate flavoring, 87L, 88d; Ices and sherbets, 165a, 165b, 165d; Laboratory tests, 170d; Texture, 153e, 153k, 154a, 154b, 154i.  
 Dahlberg, A. O., Analysis, 175h.  
 Dahle, C. D., Acid content, 120f; Chocolate flavoring, 88h; Defects, 158d; Freezing, 134d, 135c; Freezing temperatures, 131f, 131h, 131i; Gelatin, 99h, 99i, 101c; Homogenization, 123j, 124c; Overrun, 142f; Quality, 149h; Ripening, 126c; Sandiness, 159g, 160d, 160e, 160j; Standardization, 114g; Sugar, 84j.  
 Daly Bros. Mfg. Corp., Manufacture (general), 64e (book).  
 Daniel, E. H., Accounting, 53e.  
 Danton, V., Advertising, 265d.  
 Darrow, E. B., Standards and definitions, 251g.  
 Davidson, J. B., Factory construction, 22g.  
 Davies, J. E., Ice cream industry in relation to dairy products, 18j.  
 Davies, L. T., Air in ice cream, 141c.  
 Davis, D. J., Bacteria, 181h.  
 Davis, H. P., Formulas, 108g; Ingredients, 74a; Standardization, 113f; Standards, 250L.  
 Davis, J. W., Homogenization, 124g.  
 Davis, L. M., Overrun, 137h; Stabilizers, 92d; Sugar, 82d; Viscosity, 127d.  
 Davis, M. B., Food value, 194a.  
 Davis, R. M., Marketing, 210b.  
 Davis, W. C., Freezers, 26d; Homogenization, 122L; Pasteurization, 117i.  
 Dean, H. H., Analysis, 174i.  
 Deatle, G. A., Advertising, 254f.  
 Dechow, W., Food value, 193e.  
 Decker, J. W., Freezing, 132b.  
 Degraff, A. H., Creamery side line, 59n.  
 De Groote, M., Vanilla powders, 90a.  
 Den Boer, Materials, 74b.  
 Dench, E. A., Advertising, 260L; Packages, 218b; Window displays, 267L.  
 Denk, E., Refrigeration, 34k.  
 Dennison, F. E., Refrigeration, 34b, 241f.  
 Depew, H. F., Manufacture (general), 71g; Relation to dairy products, 18k.  
 De Raef, Manufacture (general), 66k.  
 Des Jardins, R. T., Accounting, 48b; Acid content, 119f; Homogenization, 123e; Laboratory, 170c; Pasteurization, 117j, 118c; Ripening, 126a; Sandiness, 159m; Standardization, 111i.  
 Desmond, E., Delivery, 226k.  
 Dessert, N. J., Brick ice cream, 220c; Cabinets, 237j, 242c.  
 Dexter, M. E., Milk plant side line, 58g.  
 Dibbern, H., Standardization, 114f.  
 Dihm, A. E., Refrigeration, 239f.  
 Dinsmore, S. C., Standards, 246k.  
 Dixon, A. E., Legislation, 11g.  
 Dodd, A. E., Marketing, 208c.  
 Dodge, F. U., Packaged sundaes, 216b.  
 Donaghue, J. R., Advertising, 265c.  
 Donauer, M., Corrosion of metals, 33c.  
 Donohue, G. G., Homogenization, 121i.  
 Donovan, F., Food value, 189m.  
 Dorman, D. M., Delivery, 225f; Labor, 55m.  
 Dorsey, L. M., Advertising, 259g, 259k; Special delivery, 225n.  
 Doty, H. E., Standardization, 113e.  
 Downey, T. B., Gelatin, 97c, 97e, 98e, 98f, 98h, 99d, 99e, 99L.  
 Downs, P. A., Formulas, 108g; Standardization, 113f.  
 Draiss, P., Emulsification vs. homogenization, 122g.  
 Drake, W. E., Cabinets, 240a.  
 Drew, P., Standards, 248b.  
 Treyer, W., Delivery, 225e; Hardening, 145c; Trade abuses, 205b.



- Drost, J., Standards, 251m.  
Dryden, R.J., Manufacture (general), 65j;  
Milk solids, 77a, 77b; Overrun, 139a;  
Weight, 243i, 244b.  
Duff, W.H., II, Accounting, 45c, 46m;  
Marketing, 203b, 203k, 204e, 204g, 204h,  
204L.  
Dunlap, R.W., Sanitation, 38f.  
Dunn, T.W., Gelatin, 95k.  
Dunn, W.W., Jr., Industry in Minn., 4k.  
Dunne, J.E., Accounting, 43i; Brick ice  
cream, 218f; Factory, 21a; Service  
charges, 230e.  
Dusossoit, D.J., Bacteria, 180i.  
Dyer, S.W., Manufacture (general), 71g.  
  
Eagle, C.C., Jr., Recording instruments,  
27d.  
East, A.M., Advertising, 265g.  
Eaton, E.N., Standards, 245f.  
Eaton, F.T., Formulas, 108i.  
Eaton, S.M., Bacteria, 184b.  
Eckert, E.G., Coloring, 90k; Food value,  
188b; Sanitation, 38d.  
Egbert, C.M., Cones, 165g.  
Eichstädt, A., Overrun, 143c; Physical  
condition, 127b; Sandiness, 161b.  
Ellenberger, H.B., Bacteria, 183j; Labo-  
ratory guide, 65e.  
Elliott, L.N., Advertising, 259i; Hot  
ice cream, 169e; Marketing, 207e.  
Elliott, O.A., Credit, 55d.  
Ellis, G.S., Sherbets, 164d.  
Ellis, J.T., Strawberry ice cream, 89m.  
Emery, E.G., Bacteria, 184a.  
Emy, M., Manufacture (general), 61a.  
Engberg, J.F., American ice cream, 19b;  
Industry, 20i.  
Erbes, A.A., Brick ice cream, 219a.  
Erf, O., Analysis, 173e; Bacteria, 180b.  
"Eskimo", Composition, 103e.  
Esmond, C.W., Marketing, 204b, 205h.  
Esmond, L.B., Gelatin, 101a.  
Esten, W.M., Bacteria, 182f.  
Eurich, C.F., Accounting, 50d, 50e, 51e;  
Branch plants, 21f; Depreciation of  
equipment, 24j.  
Evans, R.D., Sandiness, 159h, 160h.  
Everett, R., Development of industry, 3j,  
4c; Fair practices code, 206L.  
Ewing, R.B., Poisoning, 196f.  
Expert, Manufacture (general), 72h.  
  
Fabian, F.W., Bacteria, 184h, 184j, 186d,  
187b; Epidemics, 201m; Homogenization,  
124b; Sanitation, 40i; Score card, 40h;  
Standards, 252b.  
Faithfull, R.P., Industry in Honolulu, 4i.  
Farmer, F.M., Formulas, 105m.  
Farrall, A.W., Electric power, 37g.  
Farrington, E.H., Analysis, 175j.  
Farrington, F., Marketing, 203g.  
Fauerbach, F.V., Marketing, 205f.  
Faulhaber, F.V., Advertising, 257L, 259j.  
Faust, H., Formulas and classification,  
108d; Sherbets and ices, 164h.  
Fay, A.C., Manufacture (general), 68i, 71j;  
Bacteria, 184g, 185e, 185f, 186b, 187c.  
Fenn, F.W., Trucks, 233f, 233i.  
Fentress, J.M., Marketing, 202j.  
Fernald, A.R., Advertising, 256e, 256g,  
257f, 258a, 259b, 263d; Cabinets, 237i;  
Marketing, 206m.  
Ferrari-Lelli, F., Ice cream powder, 91f.  
Ferris, L.W., Gelatin, 96j.  
Finneran, J.E., Advertising, 264b, 265n;  
Marketing, 211c.  
Fischer, A., Homogenization, 124f.  
Fischer, A. von, Development of industry,  
6f.  
Fischer, E., Delivery, 224c.  
Fischer, E.J.C., Accounting, 50g, 51e, 54h.  
Fisher, R.C., Acid content, 119d, 119g;  
Analysis, 175L, 176a, 176b, 176c; Compo-  
sition, 104a; Flavor and palatability,  
155f; Laboratory, 171a; Quality, 147a,  
147d, 148b, 149c; Sanitation, 42c;  
Scoring, 252m, 253b, 253g; Shrinkage,  
161i.  
Fisk, W.W., Manufacture (general), 67a,  
67e (book); 68a, 70h, 71f; Factory  
equipment, 24n; Fat content, 79f;  
Flavoring, 87e; Freezing, 133m; Hard-  
ening, 145h; Industry in England, 3n;  
Laboratory guide, 65e; Powdered milk,  
82c; Preparation of mix, 116b; Prob-  
lems in industry, 20b, 20k; Quality,  
152a; Refrigeration, 33i; Sherbets,  
164n; Sugar, 86a.  
Fiske, J.W., Accounting, 44L.  
Flanders, G.L., Legislation, 10j.  
Fleming, F.W., Credit, 55c.  
Fleutch, A., Factory management, 42L.  
Flint, C.L., Manufacture (general), 61b.  
Fogleman, H.L., Marketing, 210c.



- Ford, C.G., Gelatin, 96i.
- Fortin, R.A., Acid content, 119f; Homogenization, 123e; Laboratory, 170c; Pasteurization, 117j, 118c; Ripening, 126a; Standardization, 111i.
- Foster, F.L., Advertising, 264i.
- Fothergill, E.Q., Formulas, 107d.
- Foulks, M.B., Formulas, 106j.
- Foust, J., Development of industry, 1L; Legislation, 11e; Publicity, 255g.
- Fox, P.D., Accounting, 50f.
- Francis, C.K., Analysis, 174c.
- Frandsen, J.H., Manufacture (general), 64g (book); By-products and side lines, 59L; Score card, 252j; Stabilizers, 92b; Sugar, 83g.
- Franklin, A.A., Electric motor or gas engine, 35k.
- Frederiksen, J.D., Classification and formulas, 107f; Freezers, 26c.
- Frey, J.J., Standards and definitions, 251i.
- Frick, B.H., Empties, 228n.
- Friedemann, W.G., Analysis, 175f.
- Friedman, I.K., Marketing, 203f.
- Friedman, J., Formulas, 106b.
- Frohring, W.O., Milk protein, 77j; Standardization, 110a.
- Fromme, H.B., Empties, 227d.
- Fuller, J.M., Advertising, 260g; Food value, 190q, 191a; Formulas, 106a; Packing, 220h.
- Fulmer, F.B., Manufacture (general), 71h; Power, 37d, 37e, 37f; Refrigeration, 33L, 33m, 34j; Standardization, 111k.
- Fussell, J., Death of, 2a; History of industry, 1a, 2a.
- Fussell, M.T., History of industry, 1a, 2a.
- Gage, E.W., Manufacture (general), 71e.
- Gaines, C.B., Advertising, 266g.
- Gardiner, A.B., Jr., Cabinets, 236b; Delivery, 222e, 222f, 222h, 231h; Laboratory, 169j; Packing, 220i, 220k; Pasteurization, 117b; Trucks, 231h.
- Gardner, F.K., A new sweetener, 83k.
- Garrison, H.J., Advertising, 254L.
- Garrison, M.E., Credit, 55i.
- Gassman, Z.G., Credit, 55h; Viscolization, 123c.
- Geisel, E.B., Food value, 191k, 192L; Marketing, 211m; Packages, 217i.
- Gentleman, F.W., Advertising, 261a.
- George, H.F., Quality, 150b.
- Gerry, J.H., Marketing, 207d; Packages, 215d.
- Giacin, E., Cabinets, 242f; Marketing, 211g.
- Gibbs, F.E., History of industry, 20.
- Gibbs, J.B., Electrical power, 37c.
- Gibson, A.E., Food value, 192e.
- Gibson, C.B., Poisoning, 196k.
- Gibson, J.M., Industry in the South, 8i.
- Gienandt, F.L., Manufacture (general), 67d.
- Gilbert, C.M., Operating costs, 44e.
- Gillis, J., Milk sugar, 153i.
- Gilmartin, C.A., Industry in Canal Zone, 6a.
- Gmur, C.W., Can filling, 27n.
- Goehrig, A.I., Inspection, 41g.
- Göing, W., Packaging, 217o.
- Goetz, V.H., Refrigeration, 30j.
- Golaz, E.H., Standards, 249d; Texas legislation, 11d.
- Goodrick, P.C., Iceless shipping bags, 221i.
- Gookin, J.B., Standards, 246n.
- Gordon, J., Bacteria, 180j, 181b; Cooperation with dairyman, 74k, 75e; Factory management, 42k; Lacto, 168L; Poisoning, 200a; Sanitation, 38h, 38i, 38j, 39a, 39c, 39k; Storing materials, 76d.
- Gordon, J.E., Bacteria, 183d; Hardening, 144h; Physical conditions, 126e.
- Goss, E.F., Bacteria, 182k.
- Goss, W.G., Indiana statistics, 13m.
- Gould, J., Quality, 147i.
- Grace, M.H., Cooling towers, 33b.
- Graham, H.B., Cabinets, 241i; Trucks, 232a.
- Graham, L.S., Advertising, 266i; Marketing, 211h.
- Graham, W.E., Refrigeration, 30f.
- Gratz, H., Manufacture (general), 62f (book); Empties, 227c; Factory equipment, 24a; French creams, 168f; Milk supply, 76c; Molds, 213h; Novelties, 168g, 168h; Preserving fruits, 89a.
- Gray, G.E., Glass lined equipment, 26o.
- Green, R.M., First ice cream soda, 1h.
- Greenburg, L., Carbonation, 136a.
- Greene, V.R.H., Refrigeration, 28k, 29d.
- Greene, W.A., Poisoning, 196c.
- Gregory, C.V., Lacto, 168m.
- Gregory, H.W., Overrun, 140e.
- Groener, K.P., Delivery, 226d.

- Groth, A.E., Creamery side line, 60f.  
 Guardinier, E.W., Cabinets, 241L.  
 Guinness, C.I., Volume-weight-overrun problems, 143b.
- H., G.T., Manufacture (general), 69b.  
 Haecker, A.L., Conserving butter fat, 75k.  
 Hagan, S., Bacteria, 180d.  
 Hagans, J.S., Parcel post shipments, 226h.  
 Haggard, H.W., Carbonation, 136a.  
 Hahn, R.T., Industry in England, 9c, 20g.  
 Haight, K.V., Sugar, 83m.  
 Hale, C.D., Concrete factory construction, 23e, 23f.  
 Hale, H., Germicides, 185c.  
 Hall, C.C., Insulation, 30d.  
 Hall, T., Casein, 77g; Concentrates, 81g; Condensed milk, 81i; Freezing, 134f; Gelatin, 97j, 98c; Hardening, 145i; Laboratory, 170e; Overrun, 141b, 141e, 142b; Quality, 149g; Sandiness, 160k; Shrinkage, 161h; Standardization, 114b; Texture, 153b.  
 Halverson, J.O., Analysis, 172m, 172n, 173c; Sampling, 252f.  
 Hamer, W.H., Poisoning, 197L.  
 Hamilton, H.R., Accounting, 51e, 53h.  
 Hamilton, H.W., Epidemics, 200m.  
 Hamilton, W.S., Homogenization vs. viscolization, 122h.  
 Hammer, B.W., Bacteria, 180k, 182k, 183h, 183L, 185b; Homogenization, 122f; Lacto, 168n; Pasteurization, 117f; Scoring, 253d.  
 Hammer, N.C., Sanitation, 38n.  
 Hammerschlag, J.G., Refrigeration, 32i.  
 Hammond, K.L., Advertising, 253c.  
 Hammond, R.L., Food value, 191e.  
 Hanna, E.C., Viscolization, 123b.  
 Hanna, J.G., Cabinets, 238f; Refrigeration, 237c.  
 Hansen, O., Manufacture (general), 73a.  
 Harding, E.P., Analysis, 173a.  
 Harding, H.A., Combinations with milk dealers, 204a; Education, 16d; Milk supply, 75j.  
 Harding, J.M., Marketing, 203e.  
 Hardy, J.A.Y., Advertising, 261i.  
 Hargis, S.K., Marketing, 212k.  
 Hargrove, R.L., Pasteurization, 118d.  
 Harmon, P., Cabinets, 243b.  
 Harpster, C.B., Accounting, 48a, 49h, 49L, 54a.  
 Harpster, C.P., Bacteria, 182i.  
 Harris, A.E., Bacteria, 179b.  
 Harris, E.R., Delivery, 223a.  
 Harris, R.J., Flavoring, 87b.  
 Hart, C.P., Medicinal value, 187f.  
 Hart, J.H., Factory construction, 21k, 21L; Freezing, 132e; Power, 35L, 36a, 36b, 36c; Refrigeration, 28c, 28d, 28e, 28h, 28i, 29a, 29b, 29i.  
 Hart, W.L., Locating plants, 21d; Trucks, 234h.  
 Hartz, Glass lined equipment, 26n.  
 Harvey, T.F., Brine freezer, 25m.  
 Haslam, G., Food value, 189d.  
 Hastings, M., Food value, 193n, 194b.  
 Haven, C.D., Cabinets, 241d.  
 Hawk, P.B., Food value, 188h.  
 Hayes, A.A., Butyric acid ether flavoring, 90e.  
 Haynes, E., Accounting, 48L, 49e.  
 Hayward, H., Manufacture (general), 61e.  
 Heald, J.H., Standards, 251c.  
 Heath, W.P., Carbonation, 135f, 136c; Defects, 158b; Efficiency methods and charts, 102i; Food value, 191j; Preparation of mix, 116d.  
 Heinemann, P.G., Manufacture (general), 66a; Bacteria, 183d; Hardening, 144h; Physical conditions, 126e.  
 Heller, B. & Co., Manufacture (general), 65h (book).  
 Helme, J.W., Food value, 188f.  
 Helmer, H.J., Cabinets, 240j.  
 Helmer, J.H., Food value, 189o.  
 Hemmeter, J.C., Poisoning, 200e.  
 Hendler, L.M., Pilot light, 26m.  
 Henle, J., Advertising, 257c.  
 Herrick, G.L., Marketing, 203L.  
 Herrick, R.L., Packaging, 215L, 215m.  
 Hershey, E.M., Cabinets, 239b.  
 Hesse, F.C.H., Industry in Great Britain, 7a.  
 Hibben, R.C., Development of industry, 7c; Legislation, 11h; Marketing, 205n; Statistics, 14L, 15b, 15d, 15e, 15j, 15k.  
 Hicks, T.E., Prices, 213f.  
 Higgins, T.S., Sanitation, 38m.  
 Hill, M.W., Cabinets, 245h.  
 Hirshberg, L.X., Food value, 188L.  
 Hiscock, I.V., Carbonation, 136a.  
 Hoadley, A., Empties, 227h.  
 Hoag, N.C., Powdered milk, 80L, 80n.



- Hochstrasser, W., Manufacture (general), 19f.
- Hoefler, A.G., Helps in business, 18g; Trucks, 231i.
- Hoffman, M.D., Accounting, 47L.
- Holdaway, C.W., Hardening, 144e; Melting, 156a; Stabilizers, 92c.
- Holm, M.L., Analysis, 171j.
- Holmes, W.H., Advertising, 260e, 261k.
- Holst, Poisoning, 195h.
- Holt, J.F., Accounting, 47d, 47j, 50b.
- Homburger, A.W., Food value, 193L.
- Hooberry, C., Cost of manufacture, 46j.
- Hope, E.W., Epidemics, 197n, 197p, 198a.
- Horizontal Freezer Co., Formulas, 105f.
- Horton, T., Epidemics, 197e.
- Hortvet, J., Analysis, 174e, 175c, 175d.
- Hosking, W.A., Cabinet trucks, 236i.
- Hospe, P.R., Refrigeration, 34c, 34g.
- Hotchkiss, J.J., Formulas, 104i.
- Hounihan, J.D., Formulas, 104e.
- Houtz, R.L., Casein, 77g; Gelatin, 97j, 98c.
- Hovey, V.F., Accounting, 47k; Advertising, 265a, 266d; Delivery, 224L; Homogenization, 122j; Marketing, 206h; Standards, 250m, 251d; Weight, 244d;
- Howard, C.D., Analysis, 171f.
- Howell, K.M., Accounting, 52n, 54a, 54f.
- Howell, L.P., Food value, 190n, 191c, 191f, 194c, 194e.
- Hoyt, C.W., Advertising, 255k.
- Hudson, C.S., Milk sugar, 158f, 158g.
- Hudson, J.W., Research, 170g.
- Hudson, R.C., Refrigeration, 33f.
- Hughes, J.S., Trucks, 235e, 235h.
- Hughes, W.C., Sugar, 83b.
- Hull, G.S., Poisoning, 197b.
- Hunt, G.B., Chocolate flavoring, 87k.
- Hunter, H., Accounting, 51e.
- Hunziker, O.F., Homogenization, 121m; Lactose solubility, 161a.
- Hurlburt, J.C., Acid content, 120a; Freezing, 134e; Quality, 149d.
- Hurley, D.P., Empties, 228g.
- Hurtz, L.E., Cabinets, 243a.
- Hutchinson, C.S., Fancy orders, 215k; Marketing, 211i.
- Hutchinson, E.B., Gelatin, 94g.
- Hutchinson, W., Food value, 193h.
- Immekus, C.P., Accounting, 51c.
- Ingham, B., Marketing, 208g.
- Irish, J.H., Fruit flavoring, 89h.
- Irvin, W.H., Advertising, 255e.
- Irwin, R.E., Sanitation, 42b.
- Isenberg, G.H., Stabilizers, 93f, 93i.
- Isham, O.R., Freezing, 132d.
- Ives, A.H., Trucks, 231d.
- Ives, C.A., Cabinets, 241b.
- Jack, F.B., Chocolate flavoring, 88j.
- Jaffa, M.E., Food value, 189c, 189j, 190g.
- James, C., Poisoning, 195i.
- James, N., Development of industry, 6d; Flavor, 155j.
- Jamison, J.V., Jr., Cabinets, 240k.
- Jeffers, N.A., Industry in West Indies, 8g.
- Jennings, W.F., Marketing, 206a, 208h.
- Jensen, M., Creamery side line, 56L.
- Jerrems, L.J., Advertising, 258j.
- John, L.W., Factory equipment, 25c.
- Johnson, C.A., Standardization, 109d.
- Johnson, E., Marketing, 209f.
- Johnson, H.L., Formulas, 106c; Freezers, 25n.
- Johnson, J.A., Cost of manufacture, 47f, 47g; Sugar, 84b.
- Johnson, R.W., Cones, 165h; Window displays, 267b.
- Johnson, W.T., Jr., Bacteria, 182b, 182g, 183a; Sugar, 83e.
- Johnston, J.F., Prices, 213e.
- Jones, C.L., Carbonation, 136d.
- Jones, G.B., Packing, 221f.
- Jones, H., Manufacture (general), 72g.
- Jones, H.M., Bacteria, 183i; Laboratory, 170b; Quality, 148g; Standardization, 110j, 111d; Standards, 249L.
- Jones, R.G., Standardization, 110c.
- Jones, V.R., Bacteria, 184k.
- Joplin, W.A., Advertising, 257k.
- Jordan, J.O., Bacteria, 184d; Sanitation, 41b.
- Jordan, O.S., Development of industry, 6j, 6k; Protection in buying, 205a; Romance of ice cream, 3f.
- Jost, J.H., Marketing, 211a; Prices, 213g.
- Judkins, H.F., Manufacture (general), 65a, 66c, 69c; Education, 16k; Formulas, 106k; Overrun, 141i, 142a; Quality, 147d, 149f; Research, 170L, 171c; Score card, 253b; Shrinkage, 161i, 162a, 162i; Weight, 244j, 244k, 245e.

- Kassebaum, H., Labor, 56d.  
 Kastle, J. H., Epidemics, 199e.  
 Keeney, A. G., Advertising, 256L, 258k.  
 Keith, S. C., Jr., Bacteria, 181d, 181e.  
 Kelly, J. F., Condensed milk, 80a.  
 Kendall, H. H., Control of inventory, 48e.  
 Kenison, G. W., Advertising, 261e, 265h;  
   Delivery, 224a; Marketing, 216j.  
 Kennedy, C. S., Industry in Argentina, 9a.  
 Kerkhoff, B., Analysis, 177d.  
 Kerley, J. A., Fuel and factory economy,  
   36h.  
 Kerr, L. H., Cabinet insurance, 242j.  
 Kiefer, H. G., Homogenization, 121e.  
 Kieferle, Dr., Standards and defini-  
   tions, 252c.  
 Kilburn, C. E., Marketing, 205g.  
 Kile, O. M., Buying supplies, 206n;  
   History of industry, 4f; Quality,  
   147f; Standards, 251a.  
 Kilian, J., Refrigeration, 31n.  
 Kimberly, C. H., Food value, 191i, 192d;  
   Research, 170g, 170k; Sandiness, 161c;  
   Sanitation, 41k; Sugar, 85c, 86c.  
 King, C. B., Formulas, 107p.  
 King, C. H., History of industry, 1b.  
 King, C. L., Prices, 213d.  
 Kinloch, G. P., Epidemics, 201k.  
 Kircher, E. H., Transportation, 223c.  
 Klein, D., Sanitation, 40e.  
 Klein, E., Bacteria, 179g; Poisoning,  
   198i.  
 Klinenberg, E., Trucks, 233e.  
 Kloss, G. E., Refrigeration, 32d.  
 Klueter, H., Flavoring, 86h; History of  
   industry, 3g; Overrun, 141g; Standard-  
   ization, 113g; Standards, 250e; Weight,  
   244f.  
 Knapp, I. R., Acid content, 119i; Bacteria,  
   185L; Melting, 156g; Pasteurization,  
   118e, 118g; Quality, 148f; Viscoli-  
   zation, 123i; Viscosity, 128g.  
 Knobbe, J. W., Industry in Chicago, 7h.  
 Knollenberg, R., Factory equipment, 25g,  
   25h, 25i; Industry in Switzerland, 5L;  
   Packaging, 217c, 217e.  
 Knopf, H. C., Chocolate covered bars, 166h.  
 Knox, J. W. T., Marketing, 206c; Window  
   displays, 267e, 267g.  
 Kober, G. M., Poisoning, 197i.  
 König, J., Analysis, 173h.  
 Kolischer, T., Refrigeration, 31g.  
 Koopman, A. F. C., Creamery side line, 58k.  
 Kosner, H. I., Flavoring, 87f.  
 Kraemer, E. C., Standards, 248f.  
 Kramer, A., Formulas, 105b.  
 Krause, Composition, 103L.  
 Kroha, G. F., Glass lined hopper, 27b.  
 Kuehn, K. S., Marketing, 206i.  
 Kublig, B., Steam boilers, 27k; Temp-  
   erature measure, 28a.  
 Kunkle, F. E., Marketing, 211d.  
 Ladd, E. F., Gelatin, 94c, 94n; Standards,  
   246e.  
 LaManna, T. M., Frozen dainties in days of  
   Louies, 2g.  
 Lamos, E. M., Creamery side line, 56k.  
 Lamson, R. A., Standardization, 111c.  
 Lamy, H. C., Refrigeration, 33n.  
 Landrum, O. W., Delivery, 225c.  
 Landry, S. O., Advertising, 257i.  
 Lane, L. E., Advertising, 263k; Plant  
   management, 43g.  
 Lannen, T. E., Food laws, 9h; Standards,  
   246d.  
 Lard, S. S., Empties, 228o; Trucks, 232k.  
 Larned, L. H., Formulas, 105j.  
 Larsen, C., Manufacture (general), 61k,  
   63L; Mixing ice and salt, 28f.  
 Larson, C. W., Cooperation with dairyman,  
   74j; Development of industry, 7n, 19c;  
   Milk and cream problems, 75c; Physi-  
   cal reactions, 127a; Research, 171d;  
   Statistics, 14i, 15a.  
 LaSalle, J. H., Standardization, 114c.  
 Lawrence, W. J., Manufacture, 64d.  
 Lawyer, R. D., Accounting, 51e.  
 Lazarus, A., Accounting, 47e, 47i.  
 Leahy, W. H., Window displays, 268d.  
 Leatherman, H. K., Accounting, 48f.  
 Le Cointe, P. P., Analysis, 175i.  
 Lehmkuhl, H. W., Gelatin, 99a.  
 Leiendecker, E. H., Quality, 151b.  
 Leighton, A., Sandiness, 160a, 160i.  
 Leinard, A., Cabinets, 237f.  
 Leland, H. A., Advertising, 258L.  
 Le Messurier, A. M., Raw material cost,  
   73L.  
 Lemkuhl, H. M., Food value, 190d.  
 Levitas, B., Accounting, 47c.  
 Lewis, C. H., Chocolate flavoring, 87g;  
   Sanitation, 39b.  
 Lewis, J. G., Trucks, 231k.



- Lichtenberg, H.F., Analysis, 173b.  
 Lichtenberger, B., Advertising, 264g;  
 Association in Europe, 20e; Industry  
 in America, 19L, 19n; Industry in  
 Germany, 5o, 7e, 8f, 19e; Industry in  
 Silesia, 8m; Industry in Vienna, 7k;  
 Sanitation, 42a.  
 Liedel, H.J., Vacuum pan, 115k.  
 Linder, R.O., Laboratory, 170a.  
 Lindewirth, E., Manufacture (general), 71k;  
 Air cells, 153i; Cabinets, 243d; Pack-  
 aging, 217L; Standardization, 114i;  
 Statistics, 15c.  
 Lindley, C., Food value, 190L.  
 Liquid Carbonic Co., Manufacture  
 (general), 61g, 62i.  
 List, L.J., Refrigeration, 30n.  
 List, W.H., Cabinets, 236j, 239a.  
 List, W.H., Jr., Cabinets, 238a.  
 Litt, J., Manufacture (general), 70e.  
 Little, R.E., Accounting, 48g; Standard  
 sanitary fittings, 25b.  
 Littlefield, H.H., Cabinets, 237d; Service  
 charges, 230i.  
 Livezey, J.R., Refrigeration, 30e, 30g.  
 Livingston, F.H., Accounting, 44f; Factory  
 management, 42j; Icing, 236f.  
 Lloyd, G., Vegetable gum, 92e.  
 Lloyd, R.L., Refrigeration, 28g.  
 Loezere, L.J., Delivery, 224i; Trucks, 232L.  
 Louvert, J., Formulas, 106L.  
 Love, E.E., Sherbets, 164m.  
 Lovell, O.L., Marketing, 206e, 209k; Sodas  
 and sundaes, 169g.  
 Lowenstein, N., Legislation, 10a, 10c;  
 Standards, 246f.  
 Lucas, H.D., Legislation, 11f; Sanitation,  
 41d.  
 Lucas, P.S., Manufacture (general), 70c;  
 Body, 153c; Classification, 108h;  
 Credit, 55k; Flavoring, 87d; Market-  
 ing, 212g; Overrun, 139h; Quality, 148h;  
 Sandiness, 159b, 160m; Sugar, 84e, 85g.  
 Lucking, H.L., Manufacture (general), 70b;  
 Development of industry, 5i; Factory  
 arrangement, 23i; Factory equipment,  
 25k; Fat content, 78e, 78j; Food value,  
 191b; Gelatin, 98i, 99j; Homogenization,  
 124a, 124i; Ingredients, 74c; Prepara-  
 tion of mix, 116k; Refrigeration, 35c.  
 Luick, W.F., Accounting, 46b; Brick ice  
 cream, 219b; Cabinets, 239g; Delivery,  
 225g; Development of industry, 2h;  
 Hardening system, 144i; Refrigeration,  
 31e; Standards, 248c.  
 Luithly, J.A., Ingredients, 74a; Stand-  
 ards, 250L; Sugar, 83g.  
 Lumsden, L.L., Epidemics, 199e, 199L, 200h.  
 Lund, C.O., Eskimo pies, 167a.  
 Lutterbach, A., Accounting, 45k.  
 Lyon, H.H., Farmers' ice cream factory,  
 18L.  
 Macauley, J.D., Advertising, 256j.  
 MacBride, C.S., Analysis, 176f.  
 McCann, A.W., What is ice cream? 103c.  
 McCollum, E.V., Food value, 193j, 193m.  
 McCormick, W.D., Factory construction,  
 22k.  
 McCoy, G.W., Epidemics, 200i.  
 McCrary, P.R., Refrigeration, 29f, 29j.  
 McCray, D.W., Manufacture (general), 66j.  
 McCullough, E.W., Accounting, 49i, 51a,  
 51e.  
 McDaniel, R., Accounting, 49a; Advertising,  
 259a, 260c, 262k, 266h; Delivery, 225L;  
 Frozen egg nog, 169d; Marketing, 208a,  
 209c, 210e, 211f; Packages, 217b, 217g.  
 McDonald, H., Advertising, 266f.  
 McDonald, J.J., Marketing, 203n.  
 McDonald, W.A., Advertising, 260f; Trans-  
 portation, 223b.  
 McDougal, A., Gas engine, 35j.  
 McElhinny, W.D., Cabinets, 237g.  
 McElroy, C.H., Bacteria, 185d.  
 McFarland, R.E., Gelatin, 95d, 95j; Pas-  
 teurization, 117h.  
 McGarry, W.A., Factory, 21b.  
 McGillivray, W.C., Milk supply, 75m.  
 McGillivray, W.S., Laboratory, 170i.  
 McGinley, L.M., Marketing, 205c; Service  
 charges, 231c.  
 McGinnis, R.W., Credit, 55g.  
 McGlasson, I.L., Sanitation, 40g.  
 McGuire, G.W., Inspection of factory,  
 39j, 40j, 40k; Standards, 247m.  
 Macht, P.I., Gelatin, 95a.  
 McInerney, T.J., Analysis, 175e; Stand-  
 ardization, 111h.

- Macintire, H.J., Refrigeration, 31a, 32f, 32L.
- McIntyre, H.H., Advertising, 261j.
- MacLafferty, J.H., Marketing, 212i.
- McLay, A.D., Cabinets, 242i.
- McLean, A.W., Industry in North Carolina, 8h.
- McLendon, A.P., Accounting, 45j.
- McMechan, F.H., Poisoning, 198L.
- McMurray, M.E., Legislation, 12a.
- McNally, M.J., Standardization, 109h.
- McNeil, J., Preserving berries, 89b.
- McRobert, T.B., Chocolate flavoring, 87i, 87j.
- Mair, W.E., Marketing, 207j; Window displays, 267f, 267i.
- Manby, E.P., Sanitation, 38c.
- Manchester, H.H., History of industry, 8a.
- Manhart, V.C., Gelatin, 97h, 97i; Melting, 156c, 156e; Overrun, 140e; Pasteurization, 118a; Viscosity, 127h, 128a.
- Mansfield, G.C., Vacuum shipping cans, 220g.
- Markham, E.A., Manufacture (general), 64g (book); Empties, 227j.
- Marquardt, J.C., Texture, 154i; Weight, 244a.
- Marsh, D.B., Sherbets, 164f.
- Marshall, A.B., Formulas, 104j, 104k; Ices, 163k, 163L.
- Martin, F., Food value, 192g.
- Martin, F.G., Carbonation, 136k; Quality, 151c.
- Martin, F.N., Advertising, 256d, 257g; Factory management, 43a; Woman labor, 56b.
- Martin, G.L., Marketing, 202i.
- Martin, J., Packaging, 213n.
- Martin, W.H., Manufacture (general), 71c; Acid content, 119e, 119i; Bacteria, 185L; Chocolate flavoring, 88L; Homogenization, 124c; Melting, 156d, 156g; Pasteurization, 118e, 118g; Quality, 147c, 148f, 149h, 151i; Standardization, 111j; Viscosity, 123i; Viscosity, 128g, 130f.
- Martin, W.M.B., Advertising, 256n.
- Marwedel, B.C., Evolution of machinery, 24c.
- Mason, C.J., Bacteria, 182f.
- Masters, T., Freezing, 132a.
- Masurovsky, B.I., Acid content, 119a, 119b, 119c; Formulas, 108g; Gelatin, 98L; Ingredients, 74a; Physical properties of mix, 126f; Preparation of mix, 116a, 116f; Quality, 147b; Stabilizers, 92L; Standardization, 112b, 112c, 112k, 113f; Standards, 250L; Sugar, 85b; Technical experts, 170h; Viscosity, 129e.
- Matsui, T., Industry in Japan, 8b.
- Matthews, W.S., Analysis, 173g; Legislation, 10h; Sanitation, 39i, 39L; Standards, 247k.
- Mattson, D.F., Ingredient cost and selling price, 73f; Milk solids, 76j, 76k; Standardization, 110e.
- May, E.M., Empties, 227g.
- Mayer, F., Refrigeration, 30m.
- Mayer, J.L., Analysis, 175b.
- Melick, C.W., Manufacture (general), 61j.
- Melone, H.R., Marketing, 208L.
- Menaul, P., Gelatin, 96k.
- Mensch, I.P., Accounting, 44h, 44i, 45d, 45f.
- Mensch, T.P., Labor, 56a.
- Merrigan, J.W., Marketing, 206g.
- Merrill, R.S., Advertising, 261d.
- Metzgar, C.M., Manufacture (general), 62b (book).
- Michels, J., Manufacture (general), 62e, 63c; Factory construction, 22c; Marketing, 202f.
- Miller, Dr., Poisoning, 196d.
- Miller, F.E., Packages, 214b.
- Miller, I.L., Legislation, 11b.
- Miller, J.C., Gasoline power, 36m.
- Miller, J.D., Formulas, 104h.
- Miller, P.P., Delivery, 224j, 225a.
- Miller, V., Manufacture (general), 62a (book); Factory, 21j; Formulas, 105L; Freezing timer, 132c.
- Miller, W.E., Bacteria, 182e.
- Mills, C.B., Advertising, 263a.
- Mills, J.H., Accounting, 51e, 53i, 54a.
- Milner, F.W., Gelatin, 100f, 100k; Homogenization, 125c; Milk solids, 79c; Viscosity, 130c, 130d.
- Mitchell, O.J., History of industry, 3e.
- Mitchell, O.W.H., Bacteria, 182h.
- Moeller, R., Factory equipment, 24m; Freezers, 26h.
- Mohr, W., Analysis, 177d.



- Mojonnier, J. J., Analysis, 174a, 174b; Marketing, 209a; Overrun, 137j; Packages, 214k, 214n, 216i; Preparation of mix, 115a, 115c; Standardization, 109j; 109k, 110b.
- Mojonnier, P. C., Manufacture (general), 68f; Analysis, 174k; Laboratory, 169h; Overrun, 138g; Packages, 214e, 215i, 216k, 219k; Standardization, 110g.
- Mojonnier, T., Manufacture (general), 72b (book); Brick ice cream, 219d; Defects, 157f; Overrun, 138d; Packaging, 214g.
- Monroe, D., Freezing, 133c.
- Moon, H. A., Factory construction, 23b.
- Moon, R., Analysis, 174f; Standardization, 110d.
- Moore, H. C., Analysis, 176e, 177a; Gelatin, 99i.
- Moore, I. J., Marketing, 205o.
- Moore, J. J., Advertising, 257n.
- Moore, L. C., Cooperation with dairyman, 202g; Sanitation, 38k.
- Moore, L. W., Express rates, 229g.
- Moore, M. C., Industry in England, 7L.
- Morgan, D. G., Analysis, 174c.
- Morris, C. G., Advertising, 265a; Brick ice cream, 220f; Ice cream and milk business, 59h; Marketing, 208d; Standards, 248g.
- Morris, W. B., Advertising, 255i, 256f, 257b, 263L.
- Morrison, E. W., Coloring, 90m.
- Morrow, P. A., Poisoning, 196L.
- Morse, J. B., Homogenization, 122k.
- Morse, P. A., Analysis, 176e.
- Mortensen, C., Delivery, 224g.
- Mortensen, M., Manufacture (general), 62h; Accounting, 45g, 46f; Classification, 105n; Consistency, 152h; Creamery side line, 56m, 57L, 58a, 58e; Development of industry, 2j, 4a; Education, 16c, 16e, 16g; Factory construction, 22g; Handling cream, 76g; Homogenization, 122a; Ices, 164a; Labor, 56c; Lacto and junket, 168k, 168L, 168n; Marketing, 202L, 203a; Overrun, 137e, 137f, 138b; Parfaits and puddings, 169b; Prices, 213a; Quality, 1649e; Score card, 252e; Standards, 247f; Strawberry ice cream, 89c; Texture, 153f, 153g; Viscosity, 127c.
- Mory, K. B., Window displays, 268c.
- Moseley, A. W., Manufacture (general), 72a; Accounting, 51f; Factory equipment, 25e, 25f; Flavoring, 86i; Food value, 192b; Marketing, 209m; Quality, 150c; Refrigeration, 34L.
- Moseley, W. K., Homogenization, 125a, 125b; Melting, 157b; Physical properties of mix, 126h; Quality, 150g; Scoring, 253j; Viscosity, 129g, 129h.
- Mott, H., Manufacture (general), 71e.
- Motz, W. H., Refrigeration, 35d.
- Mrozek, O., Stabilizers, 93g.
- Munn, M. D., Advertising, 255h, 256k; Food value, 193k.
- Munro, A. C., Epidemics, 197f.
- Murch, R., Fancy ice cream, 217d.
- Murphy, R. M., Homogenization, 121j.
- Murray, A. H., Milk plant side line, 59p.
- Neil, M. H., Formulas, 106d.
- Neilson, M., Brick ice cream, 218k; Hardening, 144f, 145e.
- Nelson, D. H., Acid content, 120b; Freezing, 134a, 134b, 134h; Freezing temperatures, 130h, 131b, 131c, 131g; Gelatin, 96e; Melting, 156f, 157a; Milk solids, 77d, 77f, 78a, 78b, 78c, 78g; Overrun, 140d; Physical properties of mix, 126g; Sugar, 84d, 84g, 85a; Viscosity, 128d, 129a.
- Nelson, J. L., Cabinets, 236d, 241g, 242g.
- Nelson, P., Marketing, 207L.
- Neuman, J. W., Cabinets, 238c.
- Neville, P. L., Advertising, 266k.
- New York Milk Committee, Standards, 248k.
- Newell, B. W., Advertising, 257a.
- Newell, R. G., Window displays, 268f.
- Newlander, J. A., Analysis, 177b.
- Newman, G., Bacteria, 179d, 179i; Epidemics, 198k.
- Newman, J. B., Ingredients, 73j; Sanitation, 39g.
- Nichols, E. H., Poisoning, 197o.
- Nichols, M. E., Formulas, 106f.
- Nichols, W. B., Formulas, 107m.
- Nichols, W. R. W., Flavoring, 86g.
- Nield-Cook, J., Bacteria, 179c.
- Niles, T. B., Publicity, 264h, 265k.
- Nissen, B. H., Lactose solubility, 161a.

- Nivling, S.T., Accounting, 45m, 49k, 51e, 52j, 54a, 54i; Credit, 55a, 55b; Delivery, 223e; Marketing, 203i; Specialties, 163b.
- Noaker, L.J., Brick ice cream, 219j; Cabinets, 242m; Flavoring, 87c.
- Norton, S.V., Trucks, 232b.
- Novy, F.G., Poisoning, 196q.
- Nusbaum, H., Condensed milk, 80c.
- O'Halloran, A., Epidemics, 201c.
- Ohlhaver, W.A., Factory equipment, 24d; Freezing, 132f; Hardening rooms, 144d; Service charges, 230m; Storage, 143e.
- Okimoto, S., Industry in Japan, 5c.
- Olson, N.E., Manufacture (general), 67b, 68i, 70i (book); 71j; Analysis, 174L, 175a; Bacteria, 185e, 185f, 186b; Industry in Kans., 4h; Scoring, 252L, 253h; Standardization, 110h, 112f, 113j.
- O'Neil, C.J., Bacteria, 180m; Brick ice cream, 218h, 219i; Center molds, 213k; Economy in production, 44a; Empties, 228k; Fancy ice cream, 86d; Hardening and packing, 143g; Standardization, 109c.
- Ormsby, E., Boiler plant economies, 36g.
- Orr, F.G., Formulas, 107h.
- Orville, Condensed milk and gelatin, 79g.
- Osler, A.B., Fancy orders, 215f, 217h; Marketing, 211k.
- Overholser, E.L., Fruit flavoring, 89j.
- "Overrun", Accounting, 53k; Quality, 151d; Standardization, 114h.
- Overton, G., Creamery side line, 59e.
- Owen, W.T., Advertising, 260k; Packing, 221g.
- Owsley, H.F., Brick ice cream, 218m; Empties, 228b.
- Palmer, C.J., Refrigeration, 238i.
- Palmer, H.G., Bacteria, 184f; Sanitation, 41a.
- Palmer, L.S., Sandiness, 159g, 160b.
- Pampell, J.C., Bottling plant side line, 59c.
- Panton, H.D., Refrigeration, 35i.
- Papaioannou, M.J.H., Manufacture (general) 69g.
- Papin, P., Poisoning, 200d.
- Parfitt, E.H., Freezing, 134g; Freezing temperatures, 131e; Gelatin, 98a, 98b; Stabilizers, 93d.
- Park, A.E., Oil engine power, 37h.
- Parker, M.E., Carbonation, 136e, 136f.
- Parker, W.H., Advertising, 265j.
- Parkhurst, A.L., Trucks, 231j.
- Parkin, G., Analysis, 173a.
- Parks, E.W., Packages, 216c, 216d.
- Parlin, C.C., Advertising, 260h.
- Patrick, G.E., Detection of thickeners, 91d, 91e, 91h.
- Patten, R.O., Trucks, 234d.
- Paul, A.E., Analysis, 172L.
- Payne, R.L., Poisoning, 195L.
- Pearson, W.C., Iceless shipping bags, 221k, 221L.
- Pease, H.D., Bacteria, 180g, 182d.
- Peck, F.E., Standardization, 109b.
- Peck, J.G., Still air hardening, 145a.
- Pennington, M.E., Manufacture (general), 69d; Bacteria, 179j.
- Penny, C.L., Centrifugal cream, 76b.
- Perkins, G.D., Poisoning, 197j.
- Perry, F.E., Standardization, 113a.
- Peter, P.N., Sandiness, 160a.
- Peter Brotherhood, Ltd., Manufacture (general) 68b.
- Peterson, H.E., Service charges, 230c.
- Peterson, R.W., Overrun, 138c; Preparation of mix, 115g.
- Petty, B.H., Trucks, 233c.
- Pfeifer, J.A., Advertising, 265e.
- Pierce, H.B., Gelatin, 99h, 101c; Vanilla flavoring, 90c.
- Pirmann, P.J., Bookkeeping system, 49j.
- Pirtle, T.R., History of industry, 7o; Statistics, 13c.
- Platt, H.G., Marketing, 208f.
- Plummer, A.N., Development of industry, 6c.
- Pohlmann, W., Accounting, 53m; Delivery, 227b; Industry in America, 19d, 20d; Power, 37k; Refrigeration, 34i, 35a.
- Pollard, J.W., Marketing, 207f.
- Pompa, A., Bacteria, 186a; Epidemics, 201j; Food value, 190h, 191h; History of industry, 3i, 3k; Refrigeration, 33d.
- Porter, A.E., Poisoning, 199a.
- Porter, A.J., Marketing, 210a.
- Porter, J.B., Sundaes, 169c.



- Poste, E.P., Corrosion of metals, 33c, 33k, 34f.
- Pottenger, J.B., Empties, 228c; Standards, 249h.
- Potts, J., Trucks, 234b.
- Potts, R.C., Manufacture (general), 63g; Peanut ice cream, 90f.
- Powell, C.R., Advertising, 256c.
- Praktikus, Definitions, 251n, 251q; Flavoring, 89L, 90h.
- Prentice, H.W., Jr., Corkboard insulation, 29c.
- Prescott, S.C., Bacteria, 182c; Carbonation, 136b, 136e, 136f.
- Price, L.R., Eggs, 101i.
- Price, W.V., Standardization, 114e.
- Prucha, M.J., Bacteria, 183g, 184c, 187d. 201f; Carbonation, 135i, 136g; Condensed milk, 81c.
- Purcell, B.L., Sanitation, 39d.
- Putnam, C.O. Credit, 55f; Marketing, 205m.
- Radway, C.W., Relation to dairying, 75L.
- Raether, J.F., Refrigeration, 35b.
- Raffetto, L.A., Vanilla flavoring, 90d.
- Rahn, O., Manufacture (general), 69i; Definitions, 251L; Development of industry, 5g, 18o; Food value, 193d; Formulas, 108j; Freezing, 135a; Gelatin, 99k, Overrun, 142b.
- Raleigh, W.B., Industry in New Zealand, 8k.
- Ramsey, G.H., Epidemics, 201h.
- Rank, W.A., Packing, 220m.
- Rasmussen, F., Cones, 166e; Development of industry, 5j; Educational publicity, 262i, 262L, 263g, 264o; Industry in Pa., 3m; Marketing, 209g, 244i; Problems of industry, 19k, 19p; Standards and definitions, 251h, 251k; Weight, 244i.
- Rawl, B.H., Creamery side line, 59b.
- Rawlinson, E.G., Bacteria, 187a.
- Ray, L.D., Advertising, 258e; Brick ice cream, 220b; Marketing, 206d, 206f, 208k.
- Reed, C.G., Packages, 218a.
- Reed, O.E., Sugar, 84f.
- Reed, R.H., Poisoning, 196m.
- Reichhard, J., Formulas, 106m.
- Reid, H.E., Accounting, 54g.
- Reid, R.G., Manufacture (general), 67h, 69f (book); 69h.
- Reid, W.H.E., Acid content, 120b; Bacteria, 186f, 186k; Freezing, 134a, 134b, 134h, 135e; Freezing temperatures, 130h, 131b, 131c, 131g; Gelatin, 96e; Homogenization, 124d, 124j, 125a, 125b; Ingredients, 74d. 74e; Melting, 156b, 156f, 157a, 157b; Milk solids, 77d, 77f, 78a, 78b, 78c, 78g, 79a, 79d; Overrun, 139f, 140d; Physical properties, of mix, 126g, 126h; Quality, 150f, 150g, 150h, 151f, 151g; Scoring, 253j; Sugar, 84c, 84d, 84g, 84h, 85a, 85f, 86b; Viscosity, 128d, 129a, 129b, 129f, 129g, 129h.
- Renner, K.M., Texture, 154j.
- Rettger, L.F., Carbonation, 136a.
- Reynolds, A.E., Factory equipment, 25j.
- Reynolds, R.R., Hardening, 144e; Melting, 156a; Stabilizers, 92c.
- Richman, C.D., Vanilla flavoring, 90b.
- Ridgeway, J.W., Milk supply, 75m.
- Rieck, E.E., Trucks, 231e.
- Rigby, F., Formulas, 108c.
- Rigby, W.O., Formulas, 108c.
- Riley, F.B., Cabinets, 238k; Refrigeration, 33a, 34d, 34e, 236L.
- Roadhouse, C.L., Development of industry, 2L; Education, 17a.
- Robertson, J.D., Food value, 190k.
- Robinson, Standards, 246m.
- Rockwood, E.E., Manufacture (general), 63d.
- Roe, A.W., Advertising, 264c.
- Rogers, C.E., Packaging, 214a.
- Rogers, L.A., Research, 169i.
- Roggenkamp, E., History of industry, 2e.
- Rorer, S.T., Formulas, 106e.
- Roseman, C.E., Marketing, 204d.
- Rosenau, M.J., Epidemics, 199e, 201e.
- Rosenthal, L., Poisoning, 195j.
- Rosner, H.I., Eggs, 102b.
- Ross, H.E., Analysis, 172h.
- Ross, S.M., Marketing, 207g.
- Ross, W.C., Rice cream, 93c.
- Roszell, B.B., Condensed milk, 79h.
- Roszell, J.D., Cost of manufacture, 53j.
- Roszell, L.W., Accounting, 52i; Brick ice cream, 219e; Cabinets, 239d, 241j; Depreciation of equipment, 24k.
- Rothschild, E.E., Profits in bulk ice cream, 213L.
- Rovner, J.W., Sugar, 83g.
- Royall, R.E., Transportation, 223n.
- Rucker, B., Advertising, 260d; Mailing lists, 207b.



- Rudnick, A.W., Analysis, 72k; Marketing, 204f.
- Ruehe, H.A., Education, 16f, 16i, 17g; Effect on dairying, 13d; Labor, 56h; Milk drinks as side line, 59m; Preparation of mix, 116g; Quality, 148c, 148d; Research, 170f; Score card, 253e; Shrinkage, 161f, 161g, 162b; Stabilizers, 93e; Standards, 250g; Sugar, 82i, 83d; Uneconomic policies, 43e.
- Ruff, J.F., Accounting, 45h; Formulas 108a; Standardization, 112h.
- Rutledge, R.R., Accounting, 47h, 49c, 53L, 54a.
- Sailer, W., Packing, 220L, 239L.
- Sanders, L.R., Bacteria, 183h; Homogenization, 122f; Pasteurization, 117f.
- Sanders, R., Pasteurization, 117a.
- Sanford, H.D., Delivery, 223m.
- Sanna, A.R., Quality, 151j.
- Sargent, F.L., Trucks, 234j.
- Savell, M., Publicity, 264m.
- Savell, W.B., Advertising, 258b; Evolution of industry, 3c; Trade literature, 17m.
- Sayles, K.M., Accounting, 48j.
- Schäffer, O., Cabinets, 242d, 242h, 242k; Formulas, 108k; Gelatin, 100d; Overrun, 142h; Quality, 150e; Viscosity, 130g.
- Schallinger, C., Conserving materials, 73h.
- Schantz, K.W., Manufacture (general), 18f; Blast system of hardening, 144a, 144j; Cost of operation, 36e; Factory construction, 22f; Refrigeration, 30b, 30i, 31f.
- Schaphorst, W.F., Refrigeration, 35f, 35g, 35h.
- Scheck, M., Advertising, 256i.
- Schindler, J.H., Delivery, 223d, 223k; Trucks, 232d.
- Schmidt, J.J., Advertising, 259f; Development of industry, 7m, 9b; Empties, 228e, 228f; Unwarranted boosting of industry, 4d.
- Schmidt, M.A., Industry in Central Europe, 8e; Industry in Europe, 8L.
- Schneider, A.P., Service charges, 230d, 230f.
- Schrade, J.J., Dry storage, 144b.
- Schulte, W.A., Cabinets, 241c.
- Schumaker, L.J., Cones, 165j, 165k; Plant organization, 43c.
- Schwarz, R., Ice cream coatings, 166f.
- Schwindeler, W.A., Advertising, 260a; Better ice cream, 147j; Delivery, 224h.
- Scism, S.F., Bacteria, 186f; Homogenization, 124d; Viscosity, 129b.
- Scofield, W.W., Standards, 250k.
- Scudder, E., Frozen suckers, 167h.
- Seale, W.D., Advertising, 257j.
- Seba, J.H., Manufactured cream, 80h; Overrun, 139i; Quality, 146c.
- Sedwick, W.T., Bacteria, 179f, 183c; Epidemics, 198f.
- Seelemann, M., Epidemics, 202c.
- Semon, J., Marketing, 202e.
- Shattuck, C.P., Accounting, 51g; Trucks, 234n.
- Shearer, J.W., Accounting, 46a.
- Shedd, H.C., Accounting, 46d.
- Sheehan, W.J., Eskimo pies, 166m.
- Sherburne, E.B., Food value, 188p; Milk condensing, 80j; Milk supply, 75g; Pasteurization, 117d, 117e; Power, 36j, 36k; Refrigeration, 31h; Storage of materials, 73g.
- Sheridan, E.J., Advertising, 263i; Specialties, 214c; Trucks, 234c.
- Sherman, B.E., Cooperation with dairyman, 74i.
- Sherman, H.C., Standards, 250j.
- Sherman, J.J., Ice cream in other lands, 1m.
- Sherwood, F.F., Carbonation, 136i, 136k; Quality, 150a, 151c; Viscosity, 130a.
- Short, J.B., Packing, 221f.
- Shurtleff, H.J., Marketing, 203j.
- Sidebottom, W.M., Raw materials, 73k.
- Simmonds, N., Food value, 193m.
- Simpson, I.M., Advertising, 254n.
- Sinclair, H.A., Gelatin, 97f; Marketing, 207m.
- Sine, W.M.B., Empties, 228d; Marketing, 204m.
- Sisco, C.F., Advertising, 260m.
- Sizer, N.B.D., Poisoning, 196g.
- Skinner, H.G., Composition, 104c.
- Skinner, W.W., Weight, 244g.
- Slingerland, H.B., Packages, 217f.
- Sloan, H., Refrigeration, 32g.
- Sloan, L.H., Development of industry, 2p.



- Smallfield, H.L., Viscosity, 130a.  
 Snert, F., Trucks, 233k.  
 Smillie, W.G., Epidemics, 200k.  
 Smith, A.H., Carbonation, 136a; Vitamines, 190e.  
 Smith, C.C., Costs of manufacture, 45i; Factory construction, 22L.  
 Smith, C.J., Trucks, 233j.  
 Smith, C.W., Cabinets, 236e.  
 Smith, G.A., Window displays, 267d.  
 Smith, G.L., Trucks, 232n.  
 Smith, H.E., Poisoning, 197a.  
 Smith, K.D., Viscolization, 123a.  
 Smith, R., Marketing, 212h; Packages, 217p.  
 Smith, R.G., Marketing, 208j.  
 Smith, R.T., Marketing, 208i.  
 Smith, R.W., Jr., Volume-weight-overrun problems, 143b.  
 Smith, T.E., Standardization, 112g.  
 Snell, K.W., Advertising, 258g, 262f, 263c.  
 Sniffin, P.L., Delivery, 225h, 225m; Trucks, 232m, 233a, 233d, 233L, 233m, 234f, 234g, 234i, 234k, 235a, 235c, 235d.  
 Snow, C.H., Brick ice cream, 220a; Empties, 228m; Trucks, 233h.  
 Solliday, D.F., Marketing, 203o.  
 Sommer, H.H., Analysis, 176g, 177c; Butter, 77i; Chocolate flavoring, 88e; Creamery side line, 60b; Milk salts, 79b; Sandiness, 159k; Standardization, 111g, 112j; Standards, 250c; Texture, 154e; Vacuum pan, 116i; Whipping ability of mix, 142d, 142i.  
 Sommers, W.J., Accounting, 54a.  
 Soule, R.G., Milk powder, 80f, 80g.  
 Speed, J.M., Refrigeration, 32a, 32h.  
 Spiers, G., Creamery side line, 57a.  
 Spitzer, G., Sandiness, 160m.  
 Spring, F., Formulas, 106h.  
 Stabler, W.H., Overrun, 141j.  
 Start, A.H., Gelatin, 95f.  
 Stemmons, W., Marketing, 208e.  
 Stevens, E.H., Transportation, 223b.  
 Stevenson, E., Frozen suckers, 167j.  
 Stevenson, G.B., Chocolate flavoring, 88g.  
 Stevenson, G.E., Chocolate flavoring, 88b.  
 Stewart, C.J., Empties, 228h.  
 Stiles, G.W., Bacteria, 179k.  
 Stocking, W.A., Manufacture (general), 65f.  
 Stoddard, W.B., Advertising, 265b.  
 Stodola, G.I., Trucks, 232h.  
 Stokes, H., Marketing, 205e.  
 Stokes, W.R., Bacteria, 182j.  
 Stoltz, R.B., Education, 17b, 17e; Flavoring, 86j; Gelatin, 100a; Marketing, 207k; Milk solids, 78i.  
 Stone, J., Insulation, 30a.  
 Storer, W., Freezing, 134c; Overrun, 140b.  
 Straus, L.G., Poisoning, 200g.  
 Straus, N., Poisoning, 200g.  
 Street, J.P., Manufacture (general), 65d; Ice cream powders, 91j.  
 Strigle, J.W., Publicity, 261h.  
 Stubbs, L.R., Marketing, 203m.  
 Studor, E.E., Formulas, 107c.  
 Sturm, W., Bacteria, 186c, 187e; Gelatin, 101g; Palatability, 150i.  
 Sullivan, F.W., Advertising, 254c.  
 Sutermeister, L.A., Manufacture (general) 65i.  
 Sutherland, D.W., Overrun, 139g.  
 Sutton, E.C., Manufacture (general), 62k; Advertising, 255a; Development of industry, 2d; Hardening rooms, 145b; Ice making, 31b.  
 Sutton, S.N., Cabinets, 243g; Marketing, 206b; Re-icing, 236m; Specialties, 163i.  
 Sutton, W.P., Hardening rooms, 144c.  
 Swager, J.T., History and development of industry, 4e.  
 Swart, R.H., Manufacture (general), 69e; Freezing, 135d; Laboratory, 170j.  
 Swink, H.G., Dry storage, 32k.  
 Swope, W.D., Pasteurization, 118g.  
 Sy, A.P., Advertising, 262b.  
 Sylvester, E.L., Factory lighting system, 27e.  
 Tait, H.J., Delivery, 225d.  
 Tait, J.C., Industry in New England, 8j.  
 Tait Bros. Inc., Food value, 192h.  
 Talcott, W.W., Advertising, 255L, 256o.  
 Tamm, Education, 17f.  
 Taylor, A.S., Poisoning, 195k.  
 Taylor, C.L., Freezing, 134g; Freezing temperatures, 131e.  
 Taylor, G.B., Standards, 249h.  
 Terry, W., Advertising, 256h.  
 Terwilliger, C.B., Accounting, 46h.

- Thayer, L.O., Brick ice cream, 218L, 218n, Composition, 103g; Cream supply, 75h; Delivery, 222c; Dipping, 162e; Factory management, 42f, 42g; Flavoring, 86f; Food value, 188o; Formulas, 106g; Gelatin, 95L, 96a; Marketing, 203c, 206o; Milk solids, 76h; Novelties, 163f, 163g; Over-booming ice cream situation, 4b; Overrun, 137g; Prices, 213c; Rules and regulations, 10k; Sanitation, 40d; Statistics, 12e-k, 12n, 12o, 13d, 13h, 13i, 14b.
- Thies, H., Definitions, 25lp.
- Thomas, H.N., Standards, 249h.
- Thomas, N.H., Scoring, 253i.
- Thomas, N.M., Cabinets, 237L; Delivery, 224k; Freezer operators, 133h; Marketing, 212L; Novelties, 163j; Overrun, 141a; Plant trucking, 27g.
- Thomas, W.A., Fancy ice cream, 216g; Marketing, 211n; Special flavors, 209h.
- Thomas, W.P., Analysis, 177c.
- Thompson, A.R., Overrun, 137a.
- Thompson, S.C., Cream supply, 75b, 75f; Creamery side line, 58j.
- Thornton, A.M., Chocolate coated ice cream, 166L; Empties, 227L.
- Thresh, J.C., Poisoning, 199a.
- Timm, W.H., Accounting, 54a.
- Tippen, J., Advertising, 256m.
- Titus, C.M., Standardization, 114a.
- Tobin, W.J., Advertising, 254b.
- Tolman, L.M., Gelatin, 97d.
- Tolstrup, M.R., Creamery side line, 58n; Defects, 157c, 157d.
- Tompkins, N.C., Advertising, 261f.
- Tonney, F.C., Bacteria, 181a.
- Torrence, G.A., Accounting, 49f; Trucks, 235g.
- Totman, C.C., Cabinets, 239j; Food value, 193f; Sanitation, 41e.
- Tracy, P.H., Acid content, 120c, 120h; Bacteria, 186h, 186i; Condensed milk, 81d, 82b; Eggs, 101j, 102c, 102f; Gelatin, 98k, 99c, 99f, 99g; Homogenization, 124e, 125d; Marketing, 212c; Milk solids, 78f; Overrun, 141d, 142j; Preparation of mix, 115g; Quality, 148i, 149i, 150j, 151e; Shrinkage, 162b; Stabilizers, 93e; Sugar, 84i; Texture, 154h.
- Trask, J.W., Epidemics, 199g.
- Travis, R.P., Sandiness, 159i.
- Tregoe, J.H., Credit, 55j, 55L.
- Trevor, Mother, The dish of enchantment (poem), 192a.
- Troy, H.C., Manufacture (general), 72b (book); Analysis, 175e, 175k; Standardization, 111h.
- Tunison, J.D., Refrigeration, 238h.
- Turnbow, G.D., Body and texture, 154c; Condensed milk, 81e; Density of ice cream, 143a; Electric power, 37g; Gelatin, 96f, 98d, 100f, 100k; Homogenization, 125c; Milk solids, 79c; Prunes and figs flavoring, 89n; Scoring, 253c; Standardization, 113d, 114a; Standards, 250a; Viscosity, 130c, 130d, 130e; Weight, 244a.
- Turner, C.L., Accounting, 47a; Standardization, 113k.
- Turner, E.H., Service charges, 230k.
- Turner, G., Epidemics, 197d.
- Uecke, F., Creamery side line, 59d.
- Upton, K., Gelatin, 94e.
- Utt, C.A.A., Analysis, 173j.
- Vahlberg, W.T., Brick ice cream, 219f.
- Van der Vaart, S.S., Refrigeration, 29e.
- Vandiver, D.V., Farmer's ice cream trade, 59k.
- Van Kuren, S.J., Packages, 214j.
- Van Norman, H.E., Manufacture (general), 62c; Powdered milk, 82a.
- Van Slyke, L.L., Analysis, 174d.
- Vaughan, V.C., Poisoning, 196h, 196j, 196o, 196q, 197j.
- Venemann, H.G., Refrigeration, 31k, 33h.
- Vener, B., Bacteria, 184i; Overrun, 140g; Sampling, 253a.
- Vilter, T.O., Refrigeration, 31j.
- Wales, J.H., Preparation of mix, 115h.
- Walker, B.H., Delivery, 222j, 222k; Factory construction, 22m; Hardening, 144g, 144k; Marketing, 209i; Purchasing bureau, 24g.
- Walker, G.B., Delivery, 223f.
- Walker, W., Advertising, 256a.
- Walker, P.R., Evolution of industry, 1d.
- Walsh, T.F., Marketing, 212j.
- Walter, G., Bacteria, 179j.
- Watts, C.C., Analysis, 175L, 176a, 176b, 176c; Bacteria, 185i.
- Walz, R.E., Advertising, 259m.



- Ward, A., Manufacture (general), 63b.  
 Ward, C. A., Delivery, 236a, 226m; Trucks, 234e, 235k.  
 Ward, W., Trucks, 233b.  
 Ward, W. R., Packing, 221a.  
 Warford, A. A., Formulas, 104g.  
 Warner, P. B., Accounting, 44j.  
 Warner-Jenkinson Mfg. Co., Manufacture (general), 69a (book).  
 Washburn, R. M., Manufacture (general), 62j, 63f, 65c, 68e; Aging cream, 76f; Carbonation, 135g; Creamery side line, 57b, 58a; Factory construction, 22b; Factory economics, 42e; Food value, 183d, 188i, 188m, 188n, 189e; Freezing, 132g, 132j, 133a, 133g, 133k; Function and value of materials, 73i; Function of colloids, 91i; Gelatin, 94k; Hardening, 143i; History of industry, 1k; Homogenization, 121L; Ice cream a factor in dairying, 18h; Overrun, 138i, 139d, 139e, 139L; Sandiness, 159j; Standardization, 110f, 110i, 111f, 111L, 111m, 112a; Standards, 248j, 249b, 249e, 249f, 249j, 250f, 250i.  
 Waterman, E. L., Epidemics, 200L.  
 Watts, G., Manufacture (general), 68d.  
 Webb, W., Delivery, 223j.  
 Weed, W. S., Transportation, 222g.  
 Wegemann, K., Factory construction, 22d; Factory management, 42d, 42i; Hardening, 143k; Oil engine power, 37j; Refrigeration, 30h, 30o.  
 Weiss, H. H., Food value, 190o, 191g.  
 Weld, I. C., Raw material, 73d.  
 Weller, W. J., Cabinets, 236g.  
 Wellford, J. S., Poisoning, 196a.  
 Wells, J. R., Cones, 165L, 165m.  
 Wentworth, W. A., Food value, 190j.  
 Werner, P., Gelatin, 100c; Ices, 164j; Small factory, 21h.  
 Wesener, J. A., Food value, 187j; Standards, 245h.  
 Wettach, M., Manufacture (general), 67i.  
 Wheeler, F. E., Service costs, 43d.  
 Whitaker, G. M., Relation with dairying, 74f.  
 Whitaker, J. L., Empties, 228a.  
 Whitcomb, W. D., Accounting, 46g.  
 White, A. H., Formulas, 108f.  
 White, A. J., Re-icing, 236h.  
 White, B. D., Pasteurization, 117c.  
 White, E. F., Manufacture (general), 63h; Chocolate dressing, 87h; Condensed milk, 80b; Cone machinery, 165f; Formulas, 105i; Gelatin, 94m; Homogenization, 121d; Ices, 164k; Sundae formula, 169a.  
 White, H. A., Advertising, 263h.  
 White, J. W., Analysis, 172f.  
 White, W., Manufacture (general), 63L; Creamery side lines, 58i, 60g; Standardization, 113b; Standards, 247b.  
 Wilcox, F. L., Cost of manufacture, 50j.  
 Wilcox, U. V., Advertising, 265i; Cassina flavoring, 90g; Marketing, 212d; Weight, 244m.  
 Wilder, J. D., Concrete factory construction, 23j.  
 Wiley, H. W., Analysis, 172e; Bacteria, 180a, 180c; Classification, 105k; Food value, 187L; Poisoning, 199f, 199h, 199n; Standards, 246g, 246h; Storage, 143f.  
 Wilhoite, L. J., Advertising, 264e; Cabinets, 240b, 240g; Window displays, 268e.  
 Wilkinson, J., Bacteria, 179e.  
 Willcox, H. S. K., The national dish, 2k.  
 Williams, A. E., Cabinets, 240h.  
 Williams, F. H., Advertising, 259c.  
 Williams, L. A., Sanitation, 41f.  
 Williams, O. E., Manufacture (general), 66f, 66g, 66h; Composition, 103a, 103d, 103f, 103h; Flavor, 155d; Flavoring, 86e; Formulas, 107b, 107i, 107j, 107k, 107L; Freezing, 133b; Gelatin, 95e; Homogenization, 123g, 123h; Overrun, 139j; Palatability, 146h, 146i, 146j; Quality, 147e, 151h; Sandiness, 159a, 159c, 159d, 159f, 159L; Standardization, 110L, 112e; Sugar, 83e; Varying solids ratio, 79e.  
 Willmann, J., Homogenization, 121a.  
 Wilson, L. S., Cabinets, 239c.  
 Wilster, G., Overrun, 138h; Viscosity, 127e.  
 Wing, H. H., Manufacture (general), 63k.  
 Winkjer, J. G., Standards, 247n.  
 Winslow, J. E. A., Bacteria, 179f; Carbonation, 136a; Epidemics, 198f.  
 Winslow, T. S., History of industry, 2c.  
 Wishart, J., Refrigeration, 29g.  
 Woldenberg, M., Stabilizers, 93a.  
 Woll, F. W., Analysis, 175j.  
 Wood, Mrs. I. C., Food value, 189k.

- Woodhull, R.A., History of Ill. industry, 4j.  
Woods, P.D., Accounting, 54d.  
Work, L.S., Overrun, 139k; Ripening, 125g; Viscosity, 127i.  
Wren, W.W., Costs of manufacture, 44c, 44g.  
Wright, T.H., Jr., Composition, 102j; Standardization, 111e.  
Wyman, W.A., Sampling, 252d.  
Wynne, F.A., Publicity, 254j.  
Yarbrough, D.W.C., Marketing, 204j.  
Yaxis, T.G., Fancy molds, 216a.  
Yost, E., Packages, 218d.  
Young, D.M., Analysis, 176g; Milk salts, 79b; Whipping ability of mix, 142d.  
Youngs, H.J., Marketing, 204i; Service charges, 230b.  
Zindle, R., Delivery, 226e; Trucks, 235f.  
Zoller, H.F., Bacteria, 184b, 185a; Freezing, 133b, 133d, 133e; Refrigeration, 34a; Rotating thermocouple, 27a; Sandiness, 159c, 159d.





- Accounting, 43  
Acidity, 118.  
Advertising, 254.  
Algeria, Legislation, 10b.  
Analysis and examination, Bacteriological, 179; Chemical, 171; Gelatin, 177.  
Argentina, Industry, 9a.  
Australia, Legislation, 9f.  
Auto trucks, 231.  
Babcock test. See Chemical analysis.  
Bacteria, Analysis and examination, 179; Food poisoning, 195.  
Binders. See Stabilizers.  
Body, 152.  
Brick ice cream, 218.  
Butterfat. See Milk solids.  
Butterfat determination. See Chemical analysis.  
Cabinets, 236.  
Canal Zone, Industry, 6a.  
Carbonation, 135.  
Chemical analysis, 171.  
Chicago, Industry, 7h.  
China, Egg powder, 101h; Industry, 1g, 3d, 7d, 8h.  
Chocolate covered packages, 166.  
Chocolate flavoring, 87.  
Churning of mix. See Defects.  
Classification, 104.  
Cocoa. See Chocolate flavoring.  
Colleges, 16.  
Colorado, Industry, 7f.  
Coloring, 90.  
Composition, 102.  
Condensed milk, 79.  
Cones, 165.  
Connecticut, Scoring contests, 252m, 253g.  
Consistency. See Texture.  
Costs. See Accounting.  
Cream. See Milk solids.  
Creamery side lines, 56.  
Credit, 55.  
Defects, 157.  
Definitions, 245.  
Delivery, 221.  
Desiccated milk, 79.  
Development of industry, 1.  
Dipping loss. See Shrinkage.  
Directories, 19h, 20h, 20j.  
District of Columbia, Legislation, 9g, 11i, 11j, 11k.  
Dried milk. See Desiccated milk.  
Education, 16.  
Educational publicity. See Publicity.  
Eggs, 101.  
Electric power. See Power.  
Employees. See Labor.  
Empties, 227.  
Emulsification, 121.  
Engines. See Power.  
England, Delivery, 227b; Industry, 3n, 7a, 7L, 8d, 9c, 20g; Marketing, 210g.  
Epidemiology, 195.  
Equipment and supplies, 24.  
Eskimo pies. See Chocolate covered packages.  
Europe, Industry, 8L; Largest ice cream plant, 21c.  
Europe, Central, Associations, 20e; Industry, 8e.  
Evaporated milk. See Condensed milk  
Examination, 171.  
Express rates, 229.  
Factory, Construction, 21; Management, 42; Sanitation, inspection and scoring, 38.  
Fat. See Milk solids.  
Fat determination. See Chemical analysis.  
Fillers. See Stabilizers.  
Flavor, 155.  
Flavoring, 86.  
Food value, 187.  
Formulas, 104.  
France, Industry, 3L; Typical ice cream plant, 23h.  
Freezers, 25.  
Freezing, 132.  
Freezing temperature, 130.  
Fruit flavoring, 89.  
Gasoline engines. See Power.  
Gelatin, 93; Food value, 194; Testing, 177.  
Germany, Education, 17d, 17f; Industry, 5o, 7e, 8f, 19e.  
Great Britain, Associations, 20f.  
Hardening, 143.  
Hawaii, Industry, 4i, 7i.  
History and development of industry, 1.  
Homogenization, 121.  
Hongkong, First ice cream plant, 3d.  
House organs. See Trade literature.  
Iceless cabinets. See Cabinets.



- Ices, 163.  
Illinois, History of industry, 4j, 6L;  
Legislation, 9i, 10h; Standards, 247h;  
247k.  
Improvers. See Stabilizers.  
Indiana, Development of industry, 13m.  
Industry, History and development, 1.  
Inspection, 38.  
Insulation. See Refrigeration.  
Iowa, Legislation, 10j; Standards, 246a.  
Ireland, Associations, 20f.  
Japan, Industry, 1g, 4L, 4n, 5c, 8b.  
Journals. See Trade literature.  
Kansas, History of industry, 5d; In-  
dustry, 4h; Legislation, 10g; Scoring  
contest, 252L, 253h.  
Labor, 55.  
Laboratory, 169.  
Lacto, 168k, 168L, 168m, 168n.  
Lactose crystallization. See Sandi-  
ness.  
Laws. See Legislation.  
Legislation, 9.  
Literature. See Trade literature.  
London, Legislation, 9e.  
Machinery, 24.  
Magazines. See Trade literature.  
Malaysia, Industry, 7j.  
Manufacture (general), 6l.  
Marketing, 202.  
Materials, 73.  
Medicinal value. See Food value.  
Melting, 156.  
Merchandising. See Marketing.  
Michigan, Standards, 246m.  
Milk fat. See Milk solids.  
Milk powder. See Desiccated milk.  
Milk solids, 76.  
Milk supply, 74.  
Minnesota, Development of industry,  
4k; Standards, 246b.  
Molds and molding. See Packages and  
packaging.  
Neutralization, 118.  
Nevada, Standards, 246k.  
New England, Industry, 8j.  
New Jersey, Inspection, 40j, 40k;  
Standards, 247m.  
New York, Accounting, 50a; Industry,  
2f; Sanitary code, 39f; Standards,  
248k, 249m.  
New Zealand, Industry, 8k.  
North Dakota, Standards, 246e.  
Novelties, 163.  
Nutritive value. See Food value.  
Ohio, Sanitary code, 40a.  
Oklahoma, Industry, 4m; Scoring contest,  
252h.  
Overrun, 137.  
Packages and packaging, 213.  
Packers, empty. See Empties.  
Packing, 220.  
Palatability. See Quality.  
Paris, Ice cream introduced, 2g.  
Pasteurization, 117.  
Pennsylvania, Industry, 3m; Legislation,  
10j.  
Physical condition, 126.  
Poisoning, 195.  
Powdered milk. See Desiccated milk.  
Power, 35.  
Preparation of mix, 115.  
Prices, 213.  
Proportioning ingredients. See  
Standardization.  
Publicity, 254.  
Quality, 145.  
Recipes. See Formulas.  
Records. See Accounting.  
Refrigerated cabinets. See Cabinets.  
Refrigeration, 28.  
Regulations. See Legislation.  
Research, 169.  
Ripening, 125.  
Sandiness, 158.  
Sanitation, 38.  
Schools, 16.  
Scoring, Factory, 38; Ice cream, 252.  
Scotland, Marketing, 210a.  
Selling. See Marketing.  
Service charges, 230.  
Sherbets, 163.  
Shrinkage, 161.  
Side lines, 56.  
Silesia, Industry, 8m.  
Smoothness. See Texture.  
Solids. See Milk solids.  
South, The, Industry, 5f, 7g, 8i, 13n;  
Legislation, 11g.  
Specialties, 163.  
Stabilizers, 91.  
Standardization, 109.

# SUBJECT INDEX

291

- Standards, 245.
- Statistics, 12.
- Storage, 143.
- Strawberry flavoring, 89.
- Suckers, 167.
- Sugar, 82.
- Sundaes, 169a, 169c, 169f, 169g.
- Supplies and equipment, 24.
- Swell. See Overrun.
- Switzerland, Industry, 5L; Marketing, 211L; Standards, 252a.
- Tariff. See Legislation.
- Testing. See Analysis and examination.
- Texas, Legislation, 11d.
- Texture, 152.
- Thickeners. See Stabilizers.
- Tokyo, Industry, 4n.
- Trade literature, 17.
- Transportation, 221.
- Trucks, 231.
- Vanilla flavoring, 90.
- Vienna, Industry, 7k.
- Viscolization, 121.
- Viscosity, 127.
- Tagons, 231.
- Water ices. See Ices.
- Weight, 243.
- West, Middle, Industry, 5a.
- West Indies, Industry, 8g.
- Window displays, 267.
- Wisconsin, History of industry, 5h; Standards, 250c.
- Yield. See Overrun.





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Bibliographical Contributions.

- No. 1. A check list of publications of the Department of Agriculture on the subject of plant pathology. 1857-1913. Prepared in the Bureau of Plant Industry Library. 1919. (Superseded by No. 8).
- No. 2. Check list of publications of the state agricultural experiment stations on the subject of plant pathology. 1876-1920. Prepared in the Bureau of Plant Industry Library. 1922. (Superseded by No. 16)
- No. 3. Check list of publications issued by the Bureau of Plant Industry, United States Department of Agriculture, 1901-1920 and by the divisions and offices which combined to form this bureau, 1862-1901. Prepared in the Bureau of Plant Industry Library. 1921.
- No. 4. Bibliography on the preservation of fruits and vegetables in transit and storage, with annotations. Prepared in the Bureau of Markets and Crop Estimates Library. 1922.
- No. 5. Index to some sources of current prices. Prepared in the Bureau of Agricultural Economics Library. 1923.
- No. 6. Partial list of publications on dairying issued in the United States, 1900 to June, 1923. Prepared in the Bureau of Animal Industry Library. 1923.
- No. 7. Bibliography on the marketing of agricultural products. Prepared in the Bureau of Agricultural Economics Library. 1924. (Superseded by U. S. Department of Agriculture Miscellaneous Circular 35).
- No. 8. Author and subject index to the publications on plant pathology issued by the U. S. Department of Agriculture up to January 1, 1925. Prepared in the Bureau of Plant Industry Library. 1925.
- No. 9. World Food supply. A selected bibliography. Prepared in the Bureau of Agricultural Economics Library. 1925.
- No. 10. Refrigeration and cold storage. A selected list of references covering the years 1915-1924 and the early part of 1925. Prepared in the Bureau of Agricultural Economics Library. 1925.
- No. 11. List of manuscript bibliographies and indexes in the U. S. Department of Agriculture including serial mimeographed lists of current literature.



Bibliographical Contributions (cont'd)

- No. 12. Peat: A contribution towards a bibliography of the American literature through 1925. 1926.
- No. 13. A classified list of soil publications of the United States and Canada. 1927.
- No. 14. List of the publications on soils issued by the U. S. Department of Agriculture, 1844-1926. 1927.
- No. 15. List of the publications on soils issued by the State Agricultural Experiment Stations of the United States through 1926. Prepared in the Office of Experiment Stations Library. 1927.
- No. 16. Author and subject index to the publications on plant pathology issued by the state agricultural experiment stations up to December 1, 1927. Prepared in the Bureau of Plant Industry Library. 1928.

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